

VARIETY

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56 PAGES

CHARITIES GO FOR NITERIES

Pitchmen Steal Chi Expo Opening As Big-Wigs Muzzle Concessions

Chicago, May 28. Pitchmen swiped the entire publicity and business wallop of the opening of the second edition of the Chicago World's Fair on Saturday (26). Due to a mix-up in the administration offices of the Fair permits allowing the concessions to open were withheld.

Concessions were largely ready to go when the gates swung open at 9 a. m. but the Fair wouldn't give them the okay to get started. Officials held up the entire proceeding by refusing to send in the cash registers and cashiers. Concessionaires went around the grounds tearing their hair and howling but the Fair officials just shrugged their shoulders and said they were very sorry. But they weren't half as sorry as those dining room concessionaires who had stacked up with chickens, meats and other perishable viands. They had to let the stuff rot in their iceboxes until the Fair heads made up their minds to release the permits.

False Start

Some concessions forgot about the whole thing and just locked their doors for the day and chalked the loss up as another gay experience of life. Others threw open their doors and let the customers roam around the concessions on sight-seeing tours, and chalking that up to advertising. They made no coin since they couldn't charge the entrance fee without having permits (Continued on page 50)

WHERE ACTORS ONCE TROD BUSES WILL ROLL

Elimination of two Broadway theatres by razing rather than by dilapidation or third run picture grind, would take out the Bijou and Fulton. Houses back up to each other on 45th and 46th streets and it is proposed to spot a bus station on the combined sites.

Deal is on with the Shuberts and Walter Reade, who control the Bijou and the Erlanger estate, which has the Fulton, virtually in accord with bus proffer. Some question about the Fulton end of the proposition, however, because the Erlanger estate is in litigation. Recently the court ruled that ownership stock of the Fulton and adjoining Gaiety theatre, along with other really, belongs to the estate and not rightfully a gift to Erlanger's kin. Latter are expected to appeal the decision. Yet it is possible the court may permit the sale of the Fulton, with the contestants fighting it out over the proceeds.

Bijou was recently offered for commercial use which led to the bus terminal plan. Report that the owners were considering renting it for time museum purposes was set down as unfounded.

Chinese Phone Exchange In Frisco to Broadcast

San Francisco, May 28. KFRC will emanate a special transcontinental for the CBS network on June 15 (8:45 p.m. PST) when lines will be run into the Frisco Chinese telephone exchange, only such phone center in the world.

The Chinese bilingual operators who are selected for their knowledge of the numerous dialects, will be heard putting through actual calls, and Loo Kern, manager, and son of the man who started the exchange some 35 years ago, will be interviewed, with Ed Fitzgerald of the KFRC staff probably doing the splicing and quizzing.

Local Chinese residents are called by name, not by phone number, and operators must know the names as well as numbers, and be able to speak each of the 20-odd dialects.

N. Y. THEATRE OAKLEYS FOR GOBS

When the fleet gets in Thursday (31), the New York film theatre circuits are going to play Santa Claus and hand out passes to the 50,000 salutes.

Working out plans with the Mayor's Committee, RKO, Loew and Paramount have agreed to allot a set number of free tickets to the Navy. Warners has decided to give passes as prizes for athletic and other events in which naval men will figure while here. WB dealt (Continued on page 49)

INVITATION TO A SLAM

WJSV Speaker Wants to Punch Profane Moron

Washington, May 28. Record for strongest language ever put into local mike is now held by Arch MacDonald, sports apler for WJSV, Columbia outlet. Fan called up station earlier in day and poured stream of profanity at telephone operator because Washington was losing ball game with St. Louis—and used rest-of-his vocabulary to berate station.

MacDonald, burned at way switchboard femme had been talked to, took five minutes of his air time to invite the guy to come up and get punched on the nose. Called him "low-down skunk," "despicable rat" and "dirty louse."

Papers all carried yarn, but no response has come from culprit.

SPONSOR SHINDIGS FOR BIG MONEY

Organizations Ducking Theatres, Prizefights, Operas, Etc.—Clubs Find Extra Revenue from Charity Events — Weak Nights Now Quite Profitable

PREVIEWS

Chicago, May 28. Promotional charities have deserted the theatres, opera, prizefights and dog shows and have gone into the dine-and-dance field for their money-raising stunts. Societies and charity enterprises are finding that the best way to raise the do-r-me is to charter a niterity for a special showing.

With theatres, the opera and prize-fights in the alley, there are no avenues of money-raising left in these fields. In the entire Chicago area at present there are only three legit shows running, and two of those at cut-rates. That gives the charities no excuse to charge any big coin for ducaats, and therefore no take-off for their end.

Nite clubs, however, are not only on the likely charity promotion spots because of general public acceptance of this form of entertainment, but because of the easy coin split for the charities. Theatre ducaats have a natural limit to the amount that can be charged, but there's no top to the nite club rate. Usual tariff for a niterity charity affair is five bucks a person, but several parties recently thrown jumped as high as \$25 per attendee. And if things in general continue to get better, it's likely even this top price will be lifted.

On a regular five-buck ticket the charity associate is able to make the bulk of the take, receiving three of every five fns for its share. The nite club, however, is plenty happy with the two greens for its share, and for those two skins shoves in a full dinner plus the show and dancing. Clubs are practically guaranteed a sellout, and capacity means plenty of profit for the joints.

ress Rehearsals

Nearly all nite clubs sell out to charity groups for their opening (Continued on page 21)

Too Much

Erie, Pa., May 28. Al Vees, stage director and playwright, took a flyer in radio at WLEW, Erie.

He quit when the station handed him a book of rules and demanded a deposit to guarantee the return of the book.

Liquor Companies Newest Angels; Looking for Tieups on Broadway

'Chain Gang' Libel Suits Settled, Then Dismissed

Atlanta, May 28. Two \$100,000 libel suits brought against Warner Brothers Pictures, Inc., by Judge E. L. Rainey and G. A. Johns, of the Georgia Prison Commission, based on the motion picture, 'I Am a Fugitive from a Chain Gang,' have been settled out of court for substantial amounts, it was learned here when the suits were dismissed in superior court.

The prison officials claim they were libeled through certain brutal scenes in the film which was made from the book, 'I Am a Fugitive,' by Robert Elliott Burns, an escaped convict.

John I. Kelley and Edith Campbell, attorneys for the plaintiffs, announced that the suits had been settled but would not divulge the amount. Under a judgment of re-trait, any grounds for action were forever barred.

Four similar suits resulting from the film already have been settled out of court. Several others are pending.

DROUGHT CUTS MIDWEST FAN MAIL 75%

Chicago, May 28.

Most unusual radio phenomenon of the drought that has pestered the midwest during the past three weeks has been its effect on the mail count. It has practically eliminated all mail, the count having dropped more than 75% in some 20 days. It has been the sharpest and deepest drop in mail response since the advent of radio.

Mail from the rural sections was practically annihilated. Only the metropolitan areas retained any semblance of letter-writing habits. The farming element was too busy, too hot and too worried to take the trouble to pen a note for a sample of some freckle lotion.

Slump in the letter replies has caused many advertisers to rein in their expenditures, and many advertisers who started out with the best intentions of continuing on in full blast through the summer have sent in countermand orders. This takes in such big radio users as United Remedies, which in the past two weeks has alloted deeply into its radio expenditures throughout the midwest territory.

Fresh bankrolling for Broadway is in sight, coin coming from distillers, wine makers and brewers, judging from the interest shown by the wet goods people, who are looking to the stage for exploitation. Novelty of post-prohibition is over and the myriad brands of booze, beer and wines is resulting in intense competition.

Recent advances are reported to showmen from sponsors of bottled goods, who sought to have brands displayed or mentioned during performances, or program credited, indicating that Broadway endorsement is highly desirable. Offers from the booze and wine interests are claimed to include cash bonuses.

Several distilleries are said to be considering the angling of shows for the specific purpose of plugging the product. Importers of champagne are considering a tie-up with an incoming musical, and another in the making has had nibbles from whiskey people because of booze scenes in the show.

Many of the brands which were popular before prohibition have been virtually forgotten, and there is a scramble to establish the new names. Even the imported liquors that became best known during prohibition are competing for attention, but mostly through newspaper and magazine ads. American liquor is being criticized as to quality, and the better brands are in a stiff fight to win recognition as being on the level.

At least one park in the metropolitan district is angling for brewery backing. A New York State brewer is not allowed to finance wet spots, as was formerly the custom, and are using other methods of exploitation.

Booze money is not new in show business. Prohibition saw a number of productions on Broadway having bootleg backing. But there is a marked difference in procedure. The bootleggers put coin into shows under cover, either for purposes of profit or diversion, whereas the distilleries, wineries and breweries today are seeking to popularize brands through, and on the stage.

Social Recognition At Capital for Web Announcers

Washington, May 28. Radio won another unofficial step in its battle to win equality with press in official precincts of Capital when invitation list to Mrs. Roosevelt's dance for Washington newspaper fraternity last Thursday (26) came out.

Bob Trout, CBS presidential announcer, and Carlton Smith, NBC White House man, got bids along with one engineer per net.

AIR PRESSURE HITS BRITAIN

Broadcasters, Advertisers Will Mull Many Problems June 19-20

National Association of Broadcasters and the American Federation of Advertisers will meet to discuss the commercial problems of radio on June 19-20 at the Pennsylvania hotel.

Topics slated for the opening day are 'Standardizing Units of Sale and Rate Practices Under the Code,' by James Baldwin; 'Suggested Standard Forms for Local Contracts,' by Roy Harlow of the Yankee Network; 'The Present Trend of Station Relations with Advertising Agencies,' also by Roy Harlow. Martin Campbell will lead a discussion, by Walter Damm of WTKR on 'Studying Listener Habits' and on 'What We Have Learned About Station Coverage,' by C. M. Jansky.

Second Day Line-Up
On the following day the talks will be started by Francis D. Bowman, advertising manager of the Carborundum company, on 'Making a Program Work.' Harry Howlett of WJFK will tell them about 'Station Merchandising and the Radio Program.' Dr. Herman S. Hettinger will discuss 'The Market for Radio Advertising.' Leslie Fox speaks on 'Pertinent Problems of Radio Sales,' while Roy Witmer of ABC will bring up the eternal question of 'Studio's Audiences—Yes or No?'

H. K. Carpenter of WFFB has 'Are You Making a Profit and How Do You Know?' and gabfest winds up with John Patt of WGAR telling the assembly how to go about 'Solving the Relations of the Station and the Network.'

BOSS PROVIDES CAR FOR KFEL HOLIDAYS

Denver, May 28.
A week's vacation with pay—and a Ford V8 to use.

KFEL, a half-time station here, is doing that for its employees this summer. Eugene O'Fallon, owner of the station, makes this gesture. This station operates 66 hours a week, and uses three operators, each working 22. And with a minimum wage scale of \$20 in the station the NRA doesn't affect the station.

CHARITY PAYS

Belle Baker, Sid Gary Auditioned At Benefit

Belle Baker and Sid Gary will head the King's Beer show, which starts June 2 on WABC, New York. It's Miss Baker's first commercial since the Every-Ready program two years ago.

Sam Rosoff, the subway builder, personally selected Miss Baker and Gary for King's after seeing them at a New York benefit performance last week. Probably the first time any actor has caught anything but a cold from playing a benefit.

Peabody with NBC

Eddie Peabody, who completed five months at the Hollywood Restaurant on Broadway Saturday (28) passes from the management of his friend, Rudy Vallee, to the NBC Artists Service. It's an amicable separation between Vallee and the banjoist.

At NBC the booking of Peabody will be entrusted to Harold Kemp. Peabody's commercial for Pure Oil runs until July.

Brokenshire's 3-Way Job

Norman Brokenshire, former spieler on the Chesterfield cigarette shows, has taken a three-way assignment with WOR, Newark.

Station unveils next Tuesday night (6) a program in which he will announce, do a comedy patter act and conduct the orchestra.

Censor Insult Gag

NBC feared the gag on at least two of the personages mentioned, and so it cut out of Fred Allen's script for the Sal Hepatica-Ipana program the joke that Samuel Insull made his biggest mistake when he left the United States as he would have been safe had he, like Machado and Dillinger, remained in the country.

Insull as head of the Commonwealth Edison Co. was responsible for the turning over of WENR, Chicago, to NBC three years ago.

TIME BREAK A MUST, SEZ NBC

Agencies with full hour programs have been advised by NBC that henceforth they will have to so routine their segments of the clock as to allow for a station announcement on the half hour. Although a regulation of the Federal Radio Commission specifically requires this break, both NBC and Columbia have got into the habit of permitting their 40-minute commercials to run through without local interruption.

NBC's reminder to the agencies was done to forestall a sudden kick-back from the commission. Agencies principally affected are J. Walter Thompson and Benton and Bowles, each responsible for three full hour affairs on the web.

Freckle Cream Tests E-M-O Pix Fan Column; Planning Expansion

Chicago, May 28.

Stillman freckle cream is going on WJJD, the local Ralph Atlas station for a series based on the E-M-O picture fan gossip column. Figures as a test and if a click Stillman will spread to other stations now using the E-M-O fan service, which is understood to be on about 60 at present on sustaining.

E-M-O is E. M. Orowitz, the former advertising and publicity director for the RKO theatres.

BERNIE IN CHICAGO FOR PABST 3D ANN.

Chicago, May 28.

Ben Bernie and band due back in Chicago on June 12 for their third anniversary on the Pabst Blue Ribbon broadcast.

Bernie is still hot for a Fair spot but no negotiations have yet reached any agreement.

KFWB LOSES 'LAFF CLINIC'

Los Angeles, May 28.

KFWB has lost the Wilshire Oil 'Laff Clinic,' a weekly vaude show, to KHJ and the Coast Don Lee network.

On the new station, routine has been changed to have the material originate from a court room, with the handle now the 'Laff Court.' Principal characters will be Kenneth Niles, Hanky Stafford, Windy Heran, Pedro Gonzales and J. C. Lewis.

Vern Ripley, who was to have reported to WSGN, joined WAFB, Birmingham, after arriving in town area.

GOOD PROGRAM BLIGHTS BIZ

Broadcasting with Attractive Entertainment Hurts London Theatres

FIRST TASTE

London, May 20.

Royal Command Performance which is given annually in London with the King and Queen present was broadcast for the first time this year. And theatre owners and managers are still calculating how much they lost in paid admissions that night because of citizens staying at home to tune in.

For the broadcast privilege of the Royal Command Performance the British Broadcasting Corporation, government controlled, paid the sum of \$2,500 to the Variety Artists' Benevolent Fund. Program consisting of the best of English and American vaudeville headliners was an all-evening affair from the Palladium theatre, London.

London theatre managers alone figure that at least \$100,000 in theatre admissions was lost to them because of the broadcast. Cinemas and variety houses throughout the provinces were half empty or worse. Restaurants, cafes, saloons, also suffered big shrinkage in average business that night.

In England the radio is not allowed to compete with theatres ordinarily. Nature of the programs, the long periods of silence between programs, all tend to keep radio pretty much in its own compartment. Incident of the Royal Command Performance broadcast probably gave some English showmen their first taste of radio competition. And indubitably they didn't fancy it. Whether the playhouses will combine to fight next year's Royal Command Performance going on the air is of course not known.

The 'Command Performance' broadcast and its \$1,000,000 estimated damage to the English theatre boxoffice coincides with the theories of international show people that the present high stage of British theatrical prosperity can be traced directly to the radio—or, rather, the lack of it as regards England.

That the same thing can evenuate in England and its blight on the b.o.'s repeated as in America is vividly exemplified by the damage through the 'Command Performance' broadcast. It indicates that given something worthwhile in the ease and comfort of their homes around the radio loudspeaker the paying public will be deterred from going out into West End or the neighborhood cinemas and will accept the laziness of the two entertainments, staying home for economy and comfort.

But the BBC's dry and limited programs, with but an hour of dance music, and the educational and talk programs on the air in the evening are not conducive to keeping 'em home and has thus kept radio from becoming much of an anti-theatre bane.

Show people in America and abroad recognize that when the Cantors, Jolson, Vallee, Bennys, Alcons, et al. are on the air they're tough opposition to the other forms of living and shadow entertainment in auditoriums which require (1) a trip out from the home, and (2) a fee at a box office for admission.

Harry Fox to Coast

Harry Fox of the Music Publishers Protective Association left for the Coast Friday (25) to straighten out matters pertaining to transcription licenses with radio disc makers and ad agencies in the Pacific

Litigation Spree for Foreign Composers Is Radio's Fear If America Ratifies Berne Pact

NBC Vetoes Sprites

program department took no chances on leaving itself open to kidding from the Broadway columnists and thumbed down last week a British Broadcasting Co. stanza, 'What the Fairies Know,' offered it for American rebroadcast.

Affair was described as a 'fantasy for midsummer eve.'

Strenuous opposition to the

ting Bill, which would make this country a party to the Berne Copyright Convention, is anticipated from American broadcasting interests when the measure comes up for a hearing Washington this week. Radio will contend that the adoption of Senator Cutting's amendment to the United States copyright statute would place it at the mercy of any foreign composer who is disposed to sue for infringement of copyright.

Under the Cutting Bill, which would change the American copyright law so as to make it conform with the provisions of the Berne convention, it would no longer be necessary for a foreign composer to register his work in this country or obtain copyright protection here through the process of publication. Berne convention gives the international copyright protection without the formality of registration in any of the countries allied with the Berne pact.

Nuisance Suits

Argument set up by the American broadcasters is that the Berne arrangement would create a performing rights monopoly and would subject radio to thousands of claims for copyright infringements caused unwittingly.

At the present time broadcasting recognizes as copyrighted material only those works registered in Washington, and everything else is rated in the public domain. With the principle of the Berne Convention in effect here, radio would be restricted to using the compositions controlled by the American Society of Composers, Authors and Publishers and a couple indie European performing rights agencies represented on this side, out of fear of running into an infringement jam.

American broadcasting maintains that the letting down of the registration bars would expose it to millions of dollars' worth of copyright violation suits a year from foreign sources. Lined up to battle the Cutting Bill in behalf of the broadcasters is Senator C. C. Dill of Washington. Also committed to oppose the measure are the motion picture producers as represented in the Will Hays organization.

Ill No Threat

Given slight hope of passage, the Cutting bill for American adherence to International Copyright Union came up for consideration today (Mon.) before Senate Foreign Relations Committee in Washington, D.C.

Enactment of measure was requested by officials of State Department, Library of Congress, and representatives of American authors, Radio and picture opponents go on Tuesday (29).

Expecting to complete hearing this week, sub-committee headed by Senator Duff of Wisconsin doesn't anticipate action before adjournment due to controversial nature of proposal, although part of opposition is said to have dwindled through conversion of Federation of Labor by advocates of American entry into Union.

Ota Gygi Promoting

Chicago, May 28.

Ota Gygi, former vice-president of the erstwhile Amalgamated network (Ed Wynn) is here. He is associated with Harry Delf, vaude and screen actor-writer, in a program building idea for feeding to stations from a central point through wires.

Edward G. Nockles, mentioned as interested, disavows any affiliation on WFL's part with the venture.

DICKENS HOT AS AIR DRAMA

Hollywood, May 28.

With Dickens' stories currently popular at studios for films, radio is likewise getting hot on the material of this author.

Several local stations are planning etherizing of Dickens' stuff, with KFWB first under the wire with a serialization of 'Tale of Two Cities,' starting tonight (Monday).

Program is being written and handled by Sara Langman as a sustainer, with cast including Frank Glendon, Fred McKaye, Janet Nolan and Cy Kendall.

WBBM Sells Weeks Air Discs as Orch. Starts WGN Sustaining Ride

Chicago, May 28.

Taking advantage of the opening of the Anson Weeks orchestra at the Aragon ballroom in Chicago, WBBM rushed in with a number of Weeks radio discs. Sold the idea to Studebaker for sponsorship. It is widely thought in Chicago that the WBBM radio disc spree on Phil Harris last year hurt the Harris band stay at the College Inn.

Weeks and the Aragon are regularly on Andrew Karzas previously to give WBBM the Aragon-Trianon wire, but Karzas remained loyal to WGN.

GROUP BREAKS ICE

First Contract Is for Chrysler 15 Min. Discs

Group Broadcasters, Inc., composed of a group of 27 indie operated stations, last week closed its first commercial contract. Deal is with Chrysler Motor Co., with the plug involving the manufacturer's air flow and Chrysler Six models.

Production of the recorded shows, a dual series including Frank Luther and the Men Around Town quartet, will be in charge of the Byer studios. One series will carry out the style idea of the Chrysler model and the other the speed qualities. Discs will be timed for 15 minutes each and will have a minimum run of 13 weeks.

Contracts were through the Lee Anderson agency.

Nilsson, Dana on Air

Hollywood, May 28.

Anna Q. Nilsson and Viola Dana will have the principal parts in a radio serial 'The Boulevard of Make Believe,' to be discod here by Radio Release.

It's one of those Hollywood affairs dealing with an extra girl's rise to film stardom. It will be directed by Georgia Hild.

Press Owned-Operated Stations Talk Special Representatives For Print-Ether Sales Coupling

Chicago, May 28. Trend towards the coupling of radio and newspaper ads for complete market coverage has led newspaper-owned and operated stations to feel that they should have a special sales representative to present their sales argument to the advertising agencies and sponsors. Several newspaper-owned and operated stations have already put out feelers for a possible meeting of all stations this summer to form some sort of individual style of representation.

These newspaper-owned transmitters feel that they belong in a field that's separate and distinct from the other radio stations without newspaper ownership, and that they need a sales representative who recognizes these differences and angles.

Particularly do they believe so because of the growing tendency of clients to place advertising on both the station and the newspaper and to ask for special rate considerations because of the doubling. And the newspaper-radio outfits are inclined to agree with the clients that this two-edged advertising schedule needs individual attention.

Air-Minded Reps

These stations don't want the regular newspaper representatives to handle their business because the stations feel these reps are not sufficiently radio-minded and properly or effectively. This has been proven by several conspicuous failures of newspaper representatives trying to handle the newspaper-owned station sales.

Entire advertising business has come to recognize this strong bond between the newspapers and the station affiliates, so that it has become difficult to keep the two separate. Many advertisers have fallen into the habit of sending a schedule of business to the station and then writing the radio plugs for the newspaper to handle. And they have put up squawks when the newspapers have failed to print these yarns.

Charlotte Air Show

For Armory at 10-15c

Charlotte, N. C., May 28. J. F. Fincher, manager of Crazy Crystals (patent medicine), is negotiating to lease the local Armory-Auditorium, with a capacity of 10,000 persons in order to put on a two-and-a-half hour performance every Saturday night. For the admission, 10 or 15 cents, will be assessed. Show would consist entirely of hillbillies who work practically free as the Charlotte program is called a 'training school' for hillbillies and the possibility of other Crazy Crystal companies in other cities sponsoring the various acts is the attraction offered the backwoods talent.

Station WBT will pick up the program by remote control. Combination of the broadcast and a patent medicine providing 10,000 cheap seats in a city for the population competing with motion pictures on the best night of the week has irked the theatre showmen hereabouts plenty.

New KMOX Faces

St. Louis, May 28.

KMOX has made certain shifts and additions to its staff, bringing in Martin Wickert as musical director. Also adding Jane Porter as guiding light of the station's Magic Kitchen program.

YODELLING FOR PERUNA

Chicago, May 28.

Harry O'Neal continues to lead out shows and happy for the United Remedies products. Latest order is for 48 radio discs to plug Peruna. Talent is Uncle Lem and the Apple-knockers with Dick Voynow at the local Columbia recording lab setting the yodellers in the wax.

M. E. Coyle, president of Chevrolet, sailed for Europe May 26 from Manhattan.

Pinkie Lee Alone

San Francisco, May 28.

Inkie Lee has dropped out of the vaude team of Lee, Port and Doty to go it alone in radio as a monologist, getting an NBC ticket for six weeks with an option for more. After his first program last Saturday night comic got a wire from Detroit, where his mother and father had been seriously injured in an auto crash, so he got a leave of absence and aeroplane back there. Will return this week.

Lee was signed by Lew Reis, former p. for Fox-West Coast, who sold him the network. Because of his bustup with Port and Doty, Lee paid their train fare back to New York, where latter pair plan a new vaude turn.

Ruggles-Boland Combo Indef for Lehn & Fink

'Hall of Fame' series for Lehn and Fink on NBC Sunday nights will drop its guesting policy with the July 1 program and go in for a string of comedy sketches with Charles Ruggles and Mary Boland in the lead parts.

Change in the show's plotting will obviate the necessity for the agency on the account, Lennen and Mitchell, to maintain a producer in Hollywood whence it has drawn most of the program's guests. Jack Nelson, who has been on this Coast assignment the past three months, returns to New York at the end of June.

39, Skidoo for Sylvia; She Tries Vaudeville

Balston-Purins (Ray-Krisp) retires Madame Sylvia from her Friday night niche on NBC June 22, making it a run of 39 weeks for the masquerade. She will be brought back for a similar make series in the fall.

Madame Sylvia makes her personal appearance bow in a six-person act opening at the Metropolitan, Brooklyn, this Friday (1). If her dramatized reduction idea clicks other Loew time will follow.

Woodbury Returns Dated

Woodbury soap returns the Elsie Hitz-Nick Dawson combination to NBC Sept. 24 in another serial authored by Carl Bixby. New script show will retain the characterizations of 'Dangerous Paradise', in which Dawson did a royal mounted and Miss Hitz a globe-trotting reporter.

Time contract on the blue (WJZ) is for a minimum of 26 weeks.

Look Into Auranit

San Francisco, May 28. Dick Auranit, KPRC organist, is in French hospital, where he parted with the appendix last week. Gertrude Lyne substituting at the studio console during his absence.

Another KPRC staffer, Jean Edlington, singer, is back on the job after a throat ailment shut her out of opening with Ben Bernie at the Orpheum.

Colgate Shifting

Colgate's 'House Party' show on NBC is switching time. Moving from its present Saturday spot to Mondays. Last Saturday broadcast is June 2, then lays off nine days to return on June 11.

ICE CREAM'S MIN. PLUGS

Chicago, May 28. Good Humor Ice Cream company has had the local Brunswick recording studios turn out a series of 48 one-minute dramatized announcements for the midwest and south territories. Placed through Mitchell-Paust agency here.

ALWAYS SUSPICIOUS

WCAU, Musicians' Salaries Again Excites Union

Philadelphia, May 28. Local Musicians' Union stepped in last week to snatch \$35 of the weekly salary of the WCAU house band. Money was held in escrow, pending investigation of station's operations as regarding band's salary.

Action is backwash of trouble which brewed several weeks ago during reign of Paul Mason's unit at WCAU. Former band had been allegedly playing under scale, and union wasn't taking any chances with Jan Savitt's orchestra, just in.

A quick look at the situation caused the union to drop charges and smooth the matter over. Individual men in the band are reported incensed.

ARTHUR BERGH AIRS LENNEN & MITCHELL

Arthur Bergh quits as radio production head at the Lennen & Mitchell agency, with Mann Hoener, formerly with Eastern Broadcasters, succeeding. Bergh is through as of June 1.

Hollner was a song writer and also did a standard act in vaudeville before going radio.

3 M. Utilities Co-op on WGN 'Headlines' Show

Chicago, May 28.

Lord and Thomas agency here has signed with WGN, the Tribune station, for the 'Headlines of Yesterday' show, which last week entered its third year on ether. Show moves from its previous Atlas Beer sponsorship to gas heating, with three little footing the bill. Companies involved are Peoples Gas Light, Public Service of Northern Ill. and the Western United Gas and Electric.

Show will continue to ride seven nights weekly with flashbacks to old-time headlines and will be mixed by Quin Ryan. Take-over date is June 4.

Jimmy Grier Orchestra Set for Benny Programs

NBC's proposal that the Jimmy Grier unit be used during the run of the Jack Benny stanza from Hollywood has been okayed by General Tire. Grier and the comic got together for the first time this Friday (1).

Grier's previous commercial contact was with Bing Crosby for Woodbury soap on CBS. This program folded last night (28).

Firestone Sticks

Firestone Tires isn't quitting NBC for the summer as it has in previous years. Starting with next Monday's (4) broadcast the entertainment will be left to a unit under William Merigan Daly and a mixed choir. Lawrence Tibbett and Richard Crooks will resume their alternating stint on the session in the early fall.

The maker decided not to pull out over the warm spell when NBC advised that there were several other commercials with options on the half-hour niche and that there would be no assurance of Firestone getting it back in the fall.

Dorothy Page Inherits

Chicago, May 28.

With Irene Beasley pretty busy on commercial programs it's set that Dorothy Page, new NBC import, will be given Beasley's sustaining spots on the network.

Page comes in from a long stay as warbler with Seymour Simon's orchestra, now at the Blackhawk.

VENABLE-MONTGOMERY AIR

Los Angeles, May 28.

Evelyn Venable and Douglas Montgomery will be featured on the CBS Coast Shell Show tonight (Monday).

They will be leads in a dramatic playlet.

Don Searle, general manager of WBW, Topeka, Kans., has engaged Bernar Fennar as continuity supervisor.

Air Line News

By Nellie Revell

Frank Parker will not go to the Coast, despite reports to the contrary. The artists' bureau at NBC left it up to the Revelers to find a replacement for Parker—one whose voice would blend with the quartet and still be able to do Frank's solos. Last Saturday morning the Revelers had not found a suitable substitute, which resulted in George Engela advising Parker that he was expected to remain. Jack Benny left for the Coast Saturday and will probably recruit someone there.

Schlitz Set

The new Schlitz Beer show which will replace the current half-hour program is slated to be on the air for a one-hour stretch. Talent consists of Everett Marshall, Vivien Rhy, Frank Crumit, Stoopnagle and Budd and Vic Young ork. Arthur Pryor handled Chicago end of deal, while Roy Durstine looked after New York auditions. There is a possibility that show may be sold for less than slated hour schedule, in which case Stoopnagle and Budd may be dropped.

roke Goes

Norman Brokenshire, one of radio's pioneer announcers, starts a sustaining June 5 over WOR, conducting his own ork. Brokenshire has had a yen to do this for many years, but has not had the opportunity previously. Brokenshire is to conduct the program entirely himself doubling as commentator and announcer for his numbers and guest artists.

After Three Years

George Hall is leaving the Taft hotel, New York, after a three-year engagement. Hall wanted a three weeks' leave of absence for a dance tour of southern colleges, which the management refused. Since Hall felt he was entitled to the time off and no deal could be arranged it was mutually decided to terminate the contract.

Short Shots

The Fleet Parade as reviewed over WINS will be sponsored by the Empire Good Buying Service. James McConnell of sales dept. at NBC, will be wed in Detroit next week and take a three-week honeymoon before returning. Jack Berger will have both WOR and NBC wires will have an NBC wire from the Mounds Club, St. Louis. Frank Curran is 'The Voice of Health', a medical voice of experience, sponsored by Modern Medical Ass'n over WNEW and WMCA. CBS has new sustaining show coming up. Dramatization of Terris Traveltalks which are well known film shorts. Soconyland Sketches are experimenting with a new commercial; great secrecy about the technique; supposedly something startling different. Paul White, head of CBS public events broadcasts, is in Chicago handling World's Fair pickups. Ed Lowry writes his own material for his NBC program. Freddy Martin, Mike Porter, Jimmy Melton and Stoopnagle and Budd will watch the fleet coming up the river in their own little river craft. Frank Luther suddenly decided he was homesick last week, and two hours later was on a plane bound for Kansas. Three Scamps will make six recordings. Tom Coates, new announcer at CBS, comes from WMCA. Jean Sargeant will sing in the Benny picture. A. A. Gormier, vice-president at WOR, has been resident of N. Y. for almost eight years and was never tapped for jury duty. Last week he was called after he had moved to New Jersey.

Scrambled Notes

B. A. Rolfe, Ed Lowry and the Cavaliers auditioned for White Rock at NBC last week. Show slated for summer, which client didn't like and had readjusted later in week. Walter Preston, western program manager for CBS and WBEM, Chicago key station, is organizing a Columbia artist bureau to operate in Chicago. Was in town for conference with CBS moguls. 'The Spirits of Rhythm' NBC sextet, sails for Monte Carlo with Felix Ferry June 27. John B. Gambling, WOR announcer, recuperating at dad's home in Cambridge, England. Joe Cook and Don Voorhes reunited on Colgate show after five years. Worked together in 'Rain or Shine', a Cook musical of pre-depression days. Johnson returns to the Kraft show early in July. Elsie Hitz-Nick Dawson will show thrice weekly for Woodbury in the fall. Death Valley Days was renewed for 52 weeks. Ethel Shutta will be pipped in from Galveston for her Nestle show four times starting June 1. Paul Keast is solo vocalist on CBS Silver Dust show. Thelma Goodwin, who shared vocal spot with Keast, is off starting tonight (Monday). RCA-Victor auditioned the Frank Black operettas that Lucky Strike listened to. Fred Utley, former CBS announcer, now free-lancing, is emoting on Boston 46 Minutes Hollywood show. Larry Hasbrouck, vocalist in Don Higelow ork over NBC, was at one time member of Batten, Barton, Durstine & Osborne staff. Reggie Childs and 'The Country Gentlemen' audition next week for CBS baking account. Rudy Vallee yanked Eddie Peabody from Maxwell show last week at the last minute for use on his show. Vallee was supposed to use Charles Alcott but deal fell through at last minute and Peabody was switched. Tim Farwell emoting on Death Valley Days. Will Osborne will be heard over WOR twice weekly from Playland in Rye.

Stand By

Mills Blue Rhythm Band auditioned for Listerine. Ben Alley recovered from a wet bit of laryngitis and resumed his NBC and CBS accounts. Timonium tires auditioned for a new summer show. Wilfred Lytell, brother of Bert Lytell, is emoting at NBC. Cook show switches to Monday eve June 11. Irene Taylor returns to NBC at end of her six week Loew tour. Balston show with Tom Mix returns to air Oct. 1. Andre Baruch trouped with his own ork before switching to announcing. At one time he was staff pianist on seven small local stations. With Camel leaving air June 6, Glenn Gray will be heard over CBS three times weekly at 11:15. If the 'Francisco' doesn't dock on time returning from the world cruise, Hendrik Van Loon will miss his Vallee show engagement. Nate Tufts switched from J. Walter Thompson to Hauthruff-Ryan where he will handle the Boston radio dept. Tom Luckenblatt takes over Cutex account at Thompson, which Tufts handled before change. 'Dixie Circus Parade' may troupe for one-nighters this summer. Lord & Thomas is building show around Tom Howard for Lucky Strike. Auditioned Al Siegal and Caroline Marsh, Frances Langford and Mary Corlanti. Al Goodman and Martha Mears auditioned for American Radiator. Paul Whitman auditioning talent in search for choir for Kraft show. Parker Games, Inc. auditioned a new mystery show at NBC. Script by Elizabeth Todd. Show gives listeners all the clues and then asks for letters with solution. Correct answer wins free game. Dean Markham from Paramount lot in Hollywood to production staff at NBC. Albert N. Hoxie Harmonica band of 125 uniformed youngsters auditioned at NBC last week. Larry Harding, CBS announcer, does the press radio reports in the morning. Is six foot six, which gives him a half inch on Tiny Ruffner. Harding played center on the Stanford team that starred Ernie Nevers. American Weekly, insert in Hearst Sunday papers, is on WOR with a recording once weekly about WINS. WOR will use NBC's hook-up for the fleet review. WOR plan to utilize an Army blimp for broadcast fell through and they tied in with NBC. Commercial on that afternoon stepped aside to give their listeners a chance to hear review. Ironized Zest auditioned talent at NBC.

DIRECT AIR SALES EXITING

A&P, Big Daytime Pioneer, Folds Radio Department; 18 Lose Jobs

Great Atlantic and Pacific Stores, one of the pioneering big spenders in daytime broadcasting, has folded its radio department. Move involved the letting off of 18 persons and followed the chain's decision to shut down on all forms of daytime air merchandizing and restrict itself to the Harry Horlich stanza on NBC Monday nights.

For years the A. and P. lead the daytime radio field with its annual expenditures. Its morning affair with 'Judge Gordon,' 'Colonel Goodbody' and George Rector, filled a niche on NBC six times a week. Supplementing this were spot broadcasting campaigns. Even after the chain about a year ago withdrew the Gordon-Goodbody-Rector combination it maintained a radio department to handle the broadcasting of the Horlich program from the A. and P. exhibit at the Chicago World's Fair.

Chicago, May 28.

Atlantic and Pacific grocery stores are quitting their other parades in four cities towards the end of June. Have been using 120-minute musical clocks in four midwest key spots, Chicago, St. Louis, Kansas City and Milwaukee, the shows running from 7-9 a.m. with records and announcements.

Has been a 26-week ride on these stations, and placed through the Charles Daniel Frey agency here. May return to the stations in the fall, but if at all, likely with a shorter schedule.

BOB CONVEY STEPS INTO DAD'S SHOES

St. Louis, May 28.

Set that Bob Convey will assume the lead spot of KWK, taking the place left vacant by the death of his father, Thomas Convey, last week. New chief man has been on the station for some time as Bob Thomas, sports announcer.

Clarence Cosby, commercial manager, will take over additional duties in general management of the station.

TUXEDOS ARE EXTRA

Odds-Bodki, Stooges Rebel at Unspunners Bosoms

Bristol-Myer's 'Hour of Smiles' on NBC Wednesday nights has a costuming problem. Sponsor believes that since the program is broadcast before a studio audience the thing should be done in real theatre-like style and everybody in the cast instructed to dress especially for the occasion. Stumbling block to the commercial's idea are Fred Allen's stooges, who have been asked to wear formal evening regalia. Allen's stooge brigade don't object to the incongruity of doing clown parts in starched fronts and decollete as much as they do to furnishing this stylish wear without collecting extra for it.

Sponsor has taken care of Lennie Hayton's musicians by equipping each of them with a red and yellow mess-jacket. As for Fred Allen, the commercial couldn't decide whether it should be formal, swell-low tail and all the trimmings or a pair of white flannels and a dark blue coat. Allen solved the dilemma by appearing before the mike last Wednesday night in the latter togery.

Agency on the 'Hour of Smiles' has also had its worries with the costuming of Palmolive's Tuesday night operetta tabloids. For one of these programs the actors filling minor parts had been overlooked with the result that the broadcast itself produced the bizarre picture of players garbed in regalia of the 17th Century carrying on, before the mike, opposite others in the cast dressed in their everyday street clothes.

Radio Illusions

Reflex on the radio theatre audience thing is the instance of one woman who went to Maxwell House Showboat program and was very much disappointed. She was heading for Henry's Showboat literally pull up on the rostrum, nor see the curtain rise and fall with each changing act.

Now all her illusions about the radio are shattered.

RADIO DISCS' SURCHARGE ENDS

Chicago, May 28.

With radio discs getting their faces washed and receiving official okay from NBC for its individual stations the next step in the general rejuvenation of platters in the industry is the trend towards the elimination of the nuisance tax on ether discs. Stations are now largely doing away with the radio platter surcharge, with the past week bringing two large western Columbia web spots into the picture with announcements of the cancellation of the disc surcharge.

Starting June 1 WCCO in Minneapolis will kick its previous 20% radio platter surcharge in the alley. But that 20% is peanuts compared with the Don Lee stroke out on the west coast where he is eliminating a regular 50% surcharge on discs during the daylight hour. However, the Lee stations are continuing their stiff surcharge for discs during the evening hours in an attempt to make the cost for night discs prohibitive.

Other than the occasional feeling against radio discs the reason for the surcharge was usually due to the extra cost to the station, such as the additional union help in several spots and particularly the fact that discs were usually sent in by time brokers. But with the business shifting over to exclusive reps and the time brokers being sliced from the picture the stations are saving that time brokerage fee and are passing that saving on to the advertiser.

Easy Aces Renew

Goodman and Jane Ace and Jad Salts are mutually agreed to continue the association next fall. Present plans call for the Easy Aces to drop off July 6 and resume Oct. 3. At that time a salary tilt will apply.

Most of the current broadcast season the Aces were on afternoons but now have a twice weekly evening schedule which the sponsor contemplates as the arrangement for next season.

Meanwhile the Aces could not accept the film offer from Hollywood, as it meant immediate production.

Lukemia Fatal to Warren

Boston, May 28.

George J. Warren, for the past year chief engineer at WGAN, Providence, died May 22 at the Waltham (Mass.) hospital from leukemia, after an illness of six weeks.

A native of Waltham, he attended Waltham High School, Haverhill Academy, and Massachusetts Radio School. He was made chief engineer at WGAN after serving for some time as control operator at WMAZ. He had also spent some time on the west coast with the Don Lee chain. He was 28 years old.

PUBLIC QUITS SENDING COIN

Farmers and Others No Longer Enclosing Cash in Envelope for Blind Purchases—Direct Sales Had Five-Year Span

HITS AND MISSES

Chicago, May 28.

'Handsome, beautiful, useful; send your money.' That phrase, reiterated through thousands of loudspeakers for the past five years, is fading rapidly. Direct sales are passing out of the picture as a source of revenue to radio stations. The public is fed up, finished, through. No more will they stick a dollar bill into an envelope and hope that the stockings fit or that the candy will be fit to eat.

It has been estimated by specialists in the field that more than 750 distinct and separate items have been offered to the public for direct sales over the microphone. The more popular merchandise has been perfume, stockings, electric clocks, silverware, candy, novels, books of instruction, song books, mechanical gadgets, such as dingles to make your 1917 flivver act like a two-year-old and make 80 to 90 miles on a half-pint of gasoline, neckties, overalls, shirts, cosmetic and, finally, medical preparations of all sizes and shapes, ranging from 'new gland life' to tar oil hair shampoo.

But the direct sales mugs are on the descending curve of the business chart; they have discovered that you can fool the people some of the time, but that after they've gaffed two or three times with phony merchandise they get fishhooks in their pockets and the coin won't come out of hiding even if they were offered saw-bucks for a frogskin. The public has been gimmicked into a state of perpetual sneer. They're tired of hunting bargains over the loudspeaker, and are returning to the friendly gyping of their town's general store.

Stations Tightening

Stations are growing more strict in regard to direct sales account. During the lean years of the depression they allowed anybody who had a couple of bucks to buy time on the transmitter and nuke-to-the-listener. But with general bias on the upgrade the stations are getting enough legit accounts to take care of their overhead without risking public censure through gimmick lenses.

During the heyday of the direct sales there were examples of outstanding clicks and brutal failures. Topping everything for direct sales was the song-book, and particularly the hill-billy song-book. Selling for two-bits or half a buck, they have sold into the countless millions among the farm element of the country.

After songbooks, which appealed to everybody, comes perfume and stockings. No one has ever been able to explain why this should be. Some claim it is an act of God.

Elaborate Stuff Out

Outstanding fixes in direct sales have been electric clocks, candy and medical preparations. Bust-up of the electric clock attempt was due to the facts, first, that most direct sales customers don't have electricity, and, second, it was a mechanical gadget which took plenty of involved vocabulary to explain. Direct sales men claim that the article must be simple and understandable immediately. Best of all are articles which the public knows—stockings, shirts, handkerchiefs, and such. As soon as it gets involved the public can't understand what it's all about and won't send any money for articles they can't understand.

Auditioned Merchandise

One firm which has had a regular direct sales booking office never accepted articles for plugging over the

Amos-Andy Off Air First Time To Visit Europe; Junis Folds

Where Did It Go?

Los Angeles, May 28.

The Don Lee Television station has used 6,000,000 feet of film in its see and hear broadcasts.

Station broadcasts film footage every day.

According to present plans Amos 'n' Andy will go off the air on June 15, marking the first vacation from the mike for these two boys since they started for Pepsodent some four years ago.

Correll and Godden have been wanting to go to Europe for several years now but each time have been prevailed upon to trade it for a United States vacation spot with the sponsor putting in special wires to such havens as Lake Geneva in nearby Wisconsin.

Team would return to NBC for toothpaste and mouthwash account early in September with a continuity based upon the old country tour.

This move will leave Pepsodent with only the 'Rise of the Goldbergs' for its summer pluggings since it is cancelling the Junis face powder show on June 23 when Eddie Duchin comes into the Della for a suburban dine-and-dance spot run.

Junis has been on NBC for 13 weeks. Show will likely resume this fall.

Advertising Agencies' Rap Shuts NBC Door In Publishers' Faces

Bars against the contacting by music publishers' reps of the artists around the studios at night have been put up by NBC. Reason given by the network for the new rule is that agency producers have complained that the button-holing has tended to interfere with the talent in their getting to the broadcasts in time. Also that the song pluggers in many instances have exercised poor judgment in breaking in on last minute rehearsals with their quests.

Prior to last week's action the publishers' contacters were free to make their approaches around the studio layout either night or day as long as they had the required admission cards. These cards, as affecting night time entry, are now void. Following the restriction order several publishers' contacts last week discussed among themselves the advisability of getting together with John Royal and other network execs and working out a code of operations around the studios which would amicably bring the situation under control.

CHANGE KHJ SETUP

Aboli programs and Traffic Mgr. Posts

Los Angeles, May 28.

KHJ, key station of the Coast Don Lee CBS network, has abolished the posts of program director and traffic manager, held respectively by Mahlon Merriek and Herbert Witherspoon.

For programs, the station and network goes back to its original form of handling by a committee comprising eight station execs, including Merriek and Witherspoon. Merriek also has the spot as singing director, and Witherspoon goes to the commercial department as an account exec.

Francisco Ducks West

Don Francisco, executive v.-p. of Lord & Thomas, went back to the Coast last week without picking a man to head up the agency's radio department. Meantime he has left the searching for a candidate to 'Merriek Inc.', and an employment agency specializing in business executives.

Francisco is due back New York in about a month.

GRANT CRISIS LATITUDE AT NBC

Chicago, May 28.

Plenty of upheaval caused in the local radio circles by a fire that was concentrated in the Chicago stockyards. Most important organization touched by the fire was NBC, which was scooped badly on the news angle. NBC didn't get on to the fire until CBS had reached New York by some three hours earlier with news flashes. NBC didn't start until nine p.m., some four hours behind the parade.

Result of the beat which brought plenty of squawks was a special meeting called on Monday regarding emergency news broadcasts. It was decided to give Charlie Phelps, night program director, more authority in ordering special broadcasts.

Fire proved again that the networks are clumsy and bulky in handling emergencies of this nature, and that indie outfits such as KYW and WGN can step right around the webs in news gathering. WGN, comparatively, has gone a long way in being generally admitted as having had the best news reports on the affair, with a regular staff of men right at the mike at the fire scene and general manager Quin Ryan at the desk in the city room to pick up regular Tribune bulletins.

WAAF Rebuilding

Station WAAF, the Drovers' Journal outlet in the stockyards district, was completely destroyed by the holocaust. Station, however, has received a permit from the commission to suspend operation temporarily and has gone ahead on a rebuilding plan. Expected that the station will be ready to hit the air again by June 15.

Angle on the WAAF matter, however, is the report that several applications are being made to the commission for the station's wave length, particularly by out-of-the-state outfits, on the grounds that Illinois and this zone are already over-quota. Not figured that these applications will get anywhere since WAAF has been giving service regularly for the past 10 years.

Rambeau Designated

Chicago, May 28.

WOR, Newark, and the entire Michigan network are moving over to the exclusive representative side of the fence. Have individually appointed Bill Rambeau as exclusive rep for Chicago and the midwest territory.

Rambeau has been representing these stations for some time now and has turned in the bulk of the Chicago accounts to these stations.

other unless they gave it the audition test first. Anyone coming in to sell the outfit an article had to do the selling job from the other side of the door. Only the voice was permitted; no drawings, hand-waving or demonstrations. If the article could be made understandable from the other side of the door, the direct sales office would take a chance on it for the radio.

WBBM Discount on CBS Right-of-Way; Chicago Station Rates Going Up

Chicago, May 28. General wave of upped prices is in the making locally as WBBM, the CBS station for a boost on June 1. While the other stations are refusing to jack rates at this time, it seems certain that by September all rates locally will be higher. WBBM officials had a long discussion with Niles Trammel, local NBC chief, on a possible boost at this time, but Trammel chafed at the idea. All NBC local or national price changes will have to wait for final decision on the recently completed field strength survey.

WBBM rate will hop from \$460 to \$480 an hour with several clauses being added to the new rate card. One new clause calls for the lowering of the discount rate on 52-week contracts from 20% to 10%.

But the important discount item in the new WBBM card, which is not yet released, will be an attempted solution of the station's big worry regarding CBS right-of-way over local shows, which right-of-way has been scaring local sponsors away from the outlet on evening shows. WBBM will offer all advertisers a 15% discount on shows programmed between 7-10 p.m. if they will agree to a run-of-the-station schedule, which gives WBBM the right to okay schedule move non-network shows at its own discretion and without notice.

Lower WGN Rate

Big thorn in the side of the WBBM general rise argument is WGN, the Chicago Tribune station, with a national rate of \$450 and a local rate of \$380. WGN has a national morning rate of \$200 and a local scale of \$235 as compared with a regular WBBM morning price of \$240. Particular burn-up is that WGN is now selling time at 50,000 watts. However, WGN intends to keep its present rate setup until September at least.

That a general rise in rates is inevitable is agreed among radio men here. The Chicago market is now being sold at a lower per capita cost than any other market in the world. Chi radio men point to smaller towns as Minneapolis, St. Louis and Kansas City, which carry station rates practically as high as Chicago, which has two and three times the population.

Stations also are reaching the maximum earning power locally on their present setup. WBBM, for instance, is almost sold due to the jam of CBS accounts and the only way it can possibly increase its revenue is to jack its rates.

KHJ'ER MOVES TO FRISCO

Los Angeles, May 28. 'Happy-Go-Lucky' hour, which has been a five times a week air vaude show on KHJ for the last two years, is being switched to KFRC, San Francisco.

Moving to the northern key station of the Don Lee chain is in order that the program, long a sustainer here, might be sold. It will continue to go out on all stations of the Lee CBS coast network.

Ohio Stations Seek FRC Okay to Rearrange

arrangement worked out among radio stations WKBN, of Youngstown, WJAY, of Cleveland, and WAUI and WOSU of Columbus is approved by the Federal Radio Commission—and the prospects are said to appear bright—Youngstown will have more Columbia programs on a full time station.

These stations have presented to the commission a plan by which WKBN and WJAY will have full time on the air at a higher power, and Columbus will have full time divided between WAUI and WOSU of that city.

WKBN requests authority to change its frequency from 570 to 510 now occupied by WJAY, and to operate during the daytime with 1,000 watts power and at night with 500 watts, its present power, with the aid of a directional antenna.

WJAY would change from its present 610kc channel to 640 now used by WAUI and also increased power from 500 to 1,000 watts.

WAUI and WOSU, the two Columbus stations, then would divide time on the 570 kc channel now used jointly by WKBN and WOSU. WAUI asks 1,000 daytime power and 750 at night.

Warren Williamson, head of WKBN, declares the stations involved are all in agreement and the sentiment in Washington appears favorable to the changes. While WKBN's transmitter is capable of using the increased power, considerable technical change will be necessary before the new plan goes into effect.

Michigan's Radio Course

Ann Arbor, Mich., May 28. Prof. Gail Denmore, who lectured on the subject of pronunciation over CKLW, Windsor, will launch a new English course at the University of Michigan this fall. Course is the outgrowth of his radio contacts and said to have been suggested by George Storer, radio showman, and owner of several stations.

Denmore will teach the grammar and technique of radio announcing and also take up the question of script writing for the air.

LANNY ROSS STAYS EAST

Hollywood, May 28. Lanny Ross, radio singer, will not take a featured part in the Paramount musical, 'Her Master's Voice,' as originally intended.

Player, who is under contract to Paramount, remains east until the studio has an assignment for him in another picture.

'Brother' Is Hubby

San Francisco, May 28. That she was married last October in Los Angeles to Harry Sarkin was revealed this week by Nanette LaSalle, bluestar at NBC here.

She had introduced him as her brother to everyone around the studios.

MJB Back to L. A.

San Francisco, May 28. MJB's Demi Tasse Revue moves back to Los Angeles on June 4 when Gus Arnheim's band opens at the Coconut Grove there.

Program will originate in the Grove, via KFI, and to the NBC network, with Tizzie Lish continuing to hold the comedy spot.

ANZAC PUBLIC PREFERS WAX

May 14. A fight is progressing locally for a reduction in the license fee of 24 shillings per annum. Federal Government for some time now has been collecting an extra three shillings formerly paid on patent rights from each license issued.

Listeners say government should play ball and give them the benefit by reducing the fees for air entertainment.

General opinion has it that 24 shillings is much too high for the class of programs put over by the A-class stations. Squawls have been heavy at the dry and drab bills given to the knob twirlers by the big bugs of the local field.

B-class stations only get revenue through advertising channels, coping not one cent from the government. Odd twist to the present situation is the fact that the masses get real entertainment from the B's. Although mostly wax, nevertheless, it is preferred to the flesh-and-blood performers heard over the A's.

McClelland CHI NBC P.A.

Chicago, May 28. Gilbert McClelland joins the local NBC press outfit.

Come in from the United Press and press work with the World's Fair last year.

Choice Dial Spot Costly to Defend

Small Fortune in Railroad Fares to Washington for Hearings

Tufts to Boston

Nathan A. Tufts has quit J. Walter Thompson's program producing staff to join the Boston office of the Rutland and Ryan agency. New connection will place him in charge of Kentucky Club tobacco's baseball broadcasts.

Tufts came to Thompson in June, 1932.

Geo. Storer at Desk

George Storer is back at his desk at WMCA, New York, after temporary indisposition due to overwork.

He aeroplaned in and from WWA, Wheeling, W. Va., over the week-end to attend ceremonies in connection with new studios of that station.

Standard Brands Won't Spare the Bankroll Competing with Cantor

Transatlantic Pickups

For Burns and Allen

Columbia may pick up Burns and Allen by short wave during their scheduled tour of Europe for a series of crossfire traveltogs on a sustaining basis. Pair sail for Italy June 16.

Idea as it now stands would be to bring them in from Rome or Florence at the start and give them a couple more airings when their itinerary take them, to Paris and London.

Proposer a travelog idea is the J. Walter Thompson Agency, which is interested in having the team kept in touch with the listeners while the White Owl stanza is off the air for the summer. Burns and Allen Wednesday night, June 13.

Don Lee's Cabinet

San Francisco, May 28.

Don Lee has instituted a production cabinet for his KFRC, Frisco, and KHJ, Los An. pooling the ideas of all department heads and members of the program and production departments for use in framing programs.

Execs and writing staff meet for a short spell each morning for an exchange of ideas, which are to be carried out during the day for the period intended.

Sidney Ten Eyck has returned to WKCY, Cincinnati, as morning announcer. Since making his radio bow at that station several years ago, Ten Eyck has done mike work at WLW, WOR, for NBC in New York, and also for WRC. He replaces Russell Hodges, who goes to Rock Island, Ill.

Word has gone out from Standard Brands to its agency, J. Walter Thompson, to let no expense stand in the way of framing the strongest talent setup possible to give opposition to Eddie Cantor when the comic debuts this winter on CBS for Lehn and Fink. Bitterness of the food packing combine arises from the fact that Cantor has agreed to compete for listeners with his former psychoek, Chas and Sanborn coffee. Lehn and Fink will have him slotted from 8 to 8:30 Sunday nights, which is parallel to the first half of the Java shindig on NBC's red (WEAF) loop.

Standard Brands will not pick up the eight weeks' option it has on Cantor's services for the coming fall. Nor will it continue Dave Rubinoff on the Chase and Sanborn show after Jimmy Durante completes his present series.

Instead Standard Brands will give the coffee roaster's round of the clock an entirely new talent casting. Several outstanding names now on the air have already been approached, with one, a warbler, offered the privilege of selecting all the other talent for the show.

CJLS Starts

St. John, N. B., May 28.

CJLS has started broadcasting at Yarmouth, N. S. This station has been established by Laurie L. Smith, a local radio dealer and servicier. It is of 100 watts power.

Kiernan Kelly is station manager. He was formerly manager of a Yarmouth moving picture theatre, and lately manager of a broadcast- ing station at Glace Bay, N. S. Mansfield Ross has been erecting engineer in charge of the towers and antenna. The studio and broadcasting apparatus are on the top floor of a Yarmouth hotel.

This station was established over the protests of a local newspaper publisher who claimed the new unit would mar the reception of U. S. programs.

Don Lee Bags Del Monte

San Francisco, May 28.

Don Lee network is about set to put a line into the swank Hotel Del Monte, into which exclusive beach hostelry the network's artist bureau put Jackie Souder's band last week. Al Carmack, technical director of KFRC, is now down there lining up equipment, and plans are to emanate several transcontinentals from there this summer, including the national golf tournament and the annual Quartz Arts ball, staged by the nearby art and literary colony of Carmel.

Drop Trent eredit

San Francisco, May 28.

Trent Meredith is out of the Thomas Lee artists bureau where he was band booker for a few weeks, ending bureau remaining in the hands of Ellis Levy.

Change was made by Peter De Lima, bureau chief, when he was up from Los Angeles last week.



New Business

SEATTLE

Mutual Creamery, daily 15-minute program, starting May 11 to run indefinitely. **KOL**.

Tuma, series of 13 one-minute discs, to run two a week, starting May 15. **KOL**.

John Davis, daily announcement for two weeks starting May 14. **KOL**.

Landgren Footwear Store, three quarter-hour live talent programs per week; started May 14, to run indefinitely. **KJR**.

Triangle Auto Parts Co., 13 announcements, between May 13 and June 2. **KJR**.

Western Dairy, 30 30-word announcements on KOMO between May 7 and May 30, and 23 50-word spots on KJR.

Washington Motor Coach, 13 30-word announcements on KOMO; 13 50-word announcements on KJR.

Hamrick's Music Hall, series of 31 spots between May 13 and 31. **KOMO**.

First Church of Christ Scientist, one year renewal of hour each Sunday evening for church services removed. **KJR**.

Northwestern Mutual Insurance Co., daily announcements over KPCB for one year.

Pittsburgh Paint and Glass Co., series of daily 100-word announcements over KOL; started May 7, to run four weeks.

Bowser Sport Shop, half hour renewal of new store opening; May 15. **KJR**.

Better Homes and Gardens, announcement May 11. **KJR**.

Great Northern Railway, series of 25 announcements, three a week, started May 9. **KJR**.

Dodge Motor Co., series of announcements.

Rewenals

Waspy Products, 13 weeks, 'Voice of Experience', four matinee and one night time programs, effective June 11 and involving 40 stations over CBS.

Northam Warren Corp. (Chute-Odoroni), 13 weeks, effective June 11, 15 minutes.

Friday night show with Phil Harris and Leah Ray, over 31 stations on NBC's blue (WJZ) link.

Pacific Coast Borax, 13 weeks, starting July 5, 'Death Valley Days', 17 stations on the blue (WJZ).

General Fire Ins., one announcement each week; started May 18, to run indefinitely. **KOMO**.

Proctor's (Dept. store), half-hour matinee, quarter-hour afternoon daily. **KOMO**.

Washington Motor Coach Co., series of 26 announcements divided between KOMO and KJR, three a week on each station; starts May 15.

Henderson Bros., six announcements. **WOL**.

Pittsburgh Plate Glass Co., 24 announcements. **WOL**.

Sherman Clay & Co., 34 announcements. **WOL**.

PORTLAND, ORE.

Columbia Optical Co., through Gocher-Crosette Agency, night time spot announcements twice daily. **KGW**.

Ro-Motor Car Co., through Maxon Inc. Agency, time announcement service. **KGW**.

Meier and Frank, department store, through station, daily 15-minute Home Furnishings Bureau program, one month. **KGW**.

Arab Inn, through Frederick Schmalz agency, 25-minute. **KGW**.

Conrad Bruce Co., through Terry Tebbutt Agency, renewal for year, 15-minute daily financial service. **KGW**.

Portland Gas and Coke Co., through McCann-Erickson, Inc. Agency, 13 fifty word announcements night time, nine announcements day time. **KGW-KEX**.

Meier and Frank, department store, through station, four night time, seven day time announcements. **KEX**.

Golden West Coffee, one minute daily announcement on Jeannette Cramer's morning cooking school program, for one month, May 8 to June 8. Through MacWilliams & Co. **KGW**.

Great Northern Railway, 26 night time announcements spotted between May 10 and July 10. Through Atlantic Coast. **KGW**.

B. M. Phipp, painting and decorating contractor, half hour program, Sunday morning. **KGW**.

Welch's Grape Juice, one minute electrical transcription morning time, three times weekly for 15 weeks. **KGW-KEX**.

Chrysler Corporation, Dodge division, one minute night time announcements, six times. Through Ruthrauff & Ryan. **KGW**.

DENVER

Cook Sporting Co., five daily announcements, three mos. **KFEL**.

Hertz Driveless Car Co., 500 run of schedule announcements, **KFEL**.

Northwest Radio Advertising Agency, 500 run of schedule announcements, **KFEL**.

Harry Sternberg, furrier, one additional announcement daily, making two, to June 10. **KFEL**.

Golden Eagle Dry Goods Co., five Sunday announcements, one time. **KFEL**.

Channing's Restaurant, five Sunday announcements, one time. **KFEL**.

May Co., 500 run of schedule announcements, **KFEL**.

Victory Theatre, 13 announcements, **KFEL**.

American Typewriter Exchange, three announcements each Thursday and Friday, one month. **KFEL**.

First United Broadcasters, for Willard Tablets, 15-min. program weekly, six months. **KFEL**.

American Legion, one announcement daily, exc. Sun. **KFEL**.

Darrows Music Co., one announcement daily, exc. Sun. **KFEL**.

Shanghai Tea Room, one announcement daily, exc. Sun. **KFEL**.

Padoda Inn, one announcement daily, exc. Sun. **KFEL**.

Old Town Hall, three announcements daily, exc. Sun. **KFEL**.

Rocky Mountain Chromium Plate Co., one announcement daily, exc. Sun. **KFEL**.

Broadway Buick, 500 run of schedule announcements, **KFEL**.

PHILADELPHIA

Hartman's Soap, beginning June 1, 10:15 a. m., Wednesday and Friday, indefinite period. Placed direct. **WIP**.

Robbins and Myers (electrical fan) at 6:15 p. m. daily, indefinite period. (Feigenbaum Agency) **WFL**.

Knox Company (Cystex), 15-minute

discs renewed for 26 weeks. Dillon and Kirk Agency. **WIP**.

Spiritual Payco Science, 30 minutes week-days, 30 minutes on Sunday for six months. Placed direct. **WIP**.

Kellogg Sales Company, announcements on Uncle Wip's children's program and participation in Home Makers' Club. Direct. **WIP**.

Quaker Oats Company, three times with Uncle Wip's Sunday comedy. Fletcher and Ellis Agency. **WIP**.

Lentherie (perfume), five-minute talks on Home Makers' Club program. Placed direct. **WIP**.

German-American Chemical Co., program for 13 weeks. Placed direct. **WRAX**.

Quality Furniture Company, eight weeks' renewal. Direct. **WRAX**.

Tracy Warner (hats), sports broadcast with Bob Paul, 15 minutes nightly for nine weeks. Placed direct. **WRAX**.

Laundry Gems, program for 14 weeks. Parls and Pearl. **WRAX**.

Grand Rug and Carpet Co., spot announcements for 3 weeks. Placed direct. **WRAX**.

German Railways, travelogue programs for five weeks. Placed direct. **WRAX**.

Comden County Beverage Company, baseball scores daily for duration of baseball season. Placed direct. **WFEN**.

Delaware Kent Orchards, five-minute programs nightly. laced direct. **WFEN**.

Hops Ice Cream, daily spot announcements, including contract period. Direct. **WFEN**.

BOSTON

Spencer Chain Stores, Inc., daytime time signals 52 weeks starts July 1, through Chambers & Wiswell, Boston. **WBZ-WBZ**.

Sears Roebuck & Co., four one-minute announcements; started May 8 through Chambers & Wiswell, Boston. **WBZ-WBZ**.

New England Flower Producers' Association, six one-minute announcements, started May 10. **WBZ-WBZ**.

James Hawley Co., first half hour of Musical Clock daily for three weeks; started April 30 through Chambers & Wiswell, Boston. **WBZ-WBZ**.

Newton Sales Co., daily announcements on Old Farmers' Almanac for 11 weeks; started April 24. **WBZ-WBZ**.

Edward Motor Co., 17 announcements in Evening Tatler, starting May 31, through Harry M. Frost Co., Boston. **WEEL**.

Corpus Furniture Co., 100 15-minute programs; started May 22, through Harry M. Frost Co., Boston. **WNAC**.

Kniphens Company, 26 15-minute programs; started May 25, through Harry M. Frost Co., Boston. **WAAB**.

Genies Baking Co., 364 daily announcements; started May 27, through John B. Mitchell, Boston. **WNAC**.

Whittemore Cleaner, 224 announcements; started May 30, through Ingels Advertising, Boston. **WNAC**.

Benley Knicker, 28 announcements; started May 30, through Scott Advertising Agency, Boston. **WNAC**.

PORTLAND, ORE.

Dr. J. J. Oulton, dentist; through station, daily daytime announcements, two each day; one year. **KGW**.

Eastern Outfitting Company, department store; through Bob Smith Agency; six five-minute programs, May 15 to 31. **KGW**.

Public Commuter, Jackson County, Oregon; through station, 15 daytime announcements, May 17 to June 2. **KGW**.

Shoer-Bennett, dental offices; through Terry Tebbutt Agency; half hour daytime dramatization of Sunday Oregonian comic pages; weekly. Sunday morning, one year. **KEX**.

Western Paint and Varnish Company, through station; 12 100-word daytime announcements; three times weekly, beginning May 21. **KEX**.

Patricio Country Club, through Associated Advertising service; 13 five-minute programs; three times weekly, beginning May 11. **KEX**.

NEWARK, N. J.

Fischer Baking Co., 13 weeks, Tuesday and Friday nights, 15-minute, 'Mystery Sketches' by Charles Deer and Richard Salisbury. **WOR**.

Oragston Associates, Inc. (West Point Yacht and Country Club), 13 weeks, Monday nights, 15 minutes, 'Robert' Yach's Hawaiians. **WOR**.

New York Radio American (American Weekly), renewal, 52 weeks, Friday nights, 15 minutes, recorded dramatic show.

Reid Ice Cream Co., renewal, five weeks, Tuesday nights, half hour. Borrah Minovitch and His Harmonica. **WOR**.

Rickney's Swiss Restaurant, Jersey City, one 1-minute announcement a day six times a week, indefinitely. **WNW**.

CHICAGO

Kooloz Shaving Cream (Rit Products company), time signals at 8:59 a. m. each weekday, 15 minutes, and Sunday. Placed direct. **WGN**.

Miles Laboratories (Alka-Seltzer), 15-minute radio disc three times (Continued on page 38)

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS:

Farmers' Intervall
Ruth Etting, Li
ing the Iceman.
Philadelphia

Etting Goes Technocrati

Lincoln.
Ruth Etting, stopping off here en route to the Coast, pulled as neat a mid-western publicity gag as she could ever find. She owns a farm in David City, Neb., and immediately upon alighting at the train, told the news lady she was going to junk all the farm machinery on her homestead that did away with either man or horse and put men at needed work.

Every sheet in the middle west as well as press associations carried the story. She has numerous relatives here and left after three days for Los Angeles.

Tong-Boys Comeback

Philadelphia.
Eastern States Ice Association, with headquarters in Philadelphia, has lined up 25 ice dealers to locally sponsor a series of recorded programs whose purpose it will be to bring the ice man back into prime favor with the housewife and argue the advantage of natural ice over that of the frigidated variety. Series runs to 13 stencils with each a musical melange and time for 15 minutes.

As part of the comeback campaign the dealers are pledged to supply themselves with new and attractively decorated trucks and to staff themselves with good-looking delivery men, each decked out in a smart uniform with Sam Browne belt.

Visualize Scene for Fans

Chicago.
A picture of the trial scene, recently holding the spotlight in the 'Ma Perkins' sketch over the NBC red network, is now being offered to listeners.

To stimulate and to check up on the purchase of the sponsor's product, dealers are required to send in the back of an Oxydol carton.

Cholly in the Flesh

New York.
Cholly Knickerbocker is on the air under his real name, Mauri Paul, which is unknown and unimpressive, and using his own voice, which is thin, high and scratchy. That constitutes two drawbacks to a program that otherwise packs considerable potential interest to womankind on behalf of Elizabeth Arden cosmetics.

Another unfortunate fact is that Paul seemingly cannot mention names. His society people are unlabeled, his incidents unidentified as to date or time. Yet of such a commonplace as a wedding, the chronicler of balls and suppers created a word-picture of much vividness and interest, embroidered with a wealth of detail. It was calculated to stimulate the feminine imagination.

WIP Women's Picnic

Philadelphia.
Plans for the fourth annual WIP Home Makers' Club outing calls for a trip down the river to Riverview Beach, with studio furnishing talent and other entertainment.

Old-fashioned picnic will be held, with special contests for kids, arranged by Uncle Wip, station's premier Uncle. Grand prizes to be awarded before return moonlight trip will be two all-expense trips to the World's Fair.

Home Makers' Club is largest woman's unit being sponsored by any of the local stations, and usually draws a crowd of more than two thousand on these annual affairs. Cost of event paid for itself in free publicity from the dailies, all of which is used promotionally by the outlet to secure new air advertising. Time on these shows is considered precious here, with the old newspaper angle working—the more time sold.

Nothing fancy, but plenty to eat for the gals, and lots of entertainment by stars from local theatres.

Here, itty!

New York.
Pepesodent, which has been quite gentlemanly in its commercial copy on the Amos 'n' Andy programs, is now hinting broadly that it took a little acid, yellow or stained, it may be the other fellow's

tooth paste that's causing trouble. Change right! Pepesodent is the idea.

There is a nice boundary between extolling the virtues of a product and rapping competitive products as ineffective, useless or actually harmful. Evidently the rugged individualism of Febreze, Colgate, Kolynos, Phillips, et al. has been contagious.

All this, of course, may ultimately hurt sales in general. Too much success in breeding a habit and suspicion of the 'other fellow' may eventually boomerang.

Paging a Butt

New York.
Milton Blow agency, on behalf of Phillip Morris, is to spot quickie announcements exclusively before and after sustaining dance periods on various stations. Announcements take the form of a page-boy in a tulle crying 'Call for Phillip Morris'.

To tie in further with dance bands, company will provide trays for the cigaret girls in night clubs, cafes, hotel dining rooms, et al.

CBS Tells About CBS

New York.
Columbia has prepared for distribution at the Chicago World's Fair a 40-page booklet telling what the network is doing for its listeners. Brochure is illustrated, and besides plugging its own virtues as to showmanship and general achievement the web puts in a pat for the CBS station affiliates.

Booklet will be given away to those visiting the CBS exhibit at the exposition grounds. Compilation was done by the network's sales promotion department.

CHARLES CARLILE TENOR

COAST-TO-COAST
CBS

COLUMBIA BROADCASTING SYSTEM

Presents

LEON BELASCO

MON., WED., 12 MIDNITE
Coast-to-Coast

St. Morris Hotel, New York, Nightly
Sole Direction HERMAN BERNIE
1619 Broadway, New York

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA

COAST-TO-COAST
WABC

SUNDAY, 2:30 p. m.-3 p. m.
WEAF

WED.,
8:30 p. m.
9 p. m.

Isham Jones Orchestra

COMMODORE HOTEL

NEW YORK

Tuesdays, Thursdays and
Fridays, 11:30-12 P.M.

Saturdays, 11:15-12 P.M.
coast to coast, WABC

Direction
Columbia Broadcasting System

GRACIE BARRIE

"The Sweetheart of the Blues"

Weeks June 1st and June 8th
Earle, Washington
Booked for 2 Weeks

Reprint from Variety May 1st

PALACE, CHICAGO

Top list of standard acts asled in current show. Gracie Barrie is here again and brings a constantly satisfying pair of pipes. Miss Barrie has the stamp of quality. An individual style in song-selling, backed by face and figure that are eye-filling. Entertainment to the hilt.

Sole Direction

HERMAN BERNIE

1619 Broadway, New York

Always a Little

Ahead of the Rest

SIZZ- LERS

For Further Information

HAROLD KEMP, Radio Bureau

Personal Direction, CHARLES A. BAYNA



"The Singing Lady" IRENE WICKER

4th Year for W. K. Kellogg Co.
All Material by Irene Wicker
Made by A.F.L. G.L.C.
N.B.C.-WJZ 6:30 Daily

Inside Stuff—Radio

Mrs. Jack Little, who manages her husband's affairs, denies that the warbler-bandman has gone over to the Music Corporation of America. She avers that she made Little Jack Little's contract with the Ambassador hotel, Atlantic City, direct, after obtaining permission to take the assignment from Lawrence Lowman, CBS v.p., whose supervisory duties include the CBS Artists Bureau.

Warbler-bandman's wife says she turned down the Ritz, opposition spot to the Ambassador, because her husband didn't like the idea of playing a floor show. CBS Artists Bureau has booked Isham Jones into the Ritz with June 23 the starting date.

Her husband's contract, with CBS, relates Mrs. Little has until Oct. 6, 1934, to go and also that she has no intention of doing business with or through MCA. Little Jack Little, she adds, will pay CBS a commission on the Atlantic City stand and the network will give him a sustaining ire out of the spot.

WDAS, Philadelphia, feeling the icy attitude of local press as regards free publicity, is going the sheets one better. Station this week will begin to print its own newspaper, for circulation among the trade and for all listeners who request copies. Paper will contain newsy briefs, biographical data, and studio chatter.

Unusual feature of the sheet will be an editorial corner, which will be penned by the studio's execs on policy subjects and general radio information. Simultaneously with the release date of the paper each week, the station will air a special show, devoted to the paper's editorials, with outlet's management speaking anent various station problems as they rise.

This marks first attempt by a local broadcaster to break through the thick skin of Philly newspapers in an effort to publicize time sales and artists. Weekly will be edited by Jerry Stone, WDAS publicity agent, with heavy lay for public sympathy.

highers-up are still trying to decide what penalty the network can impose on WLW for a violation committed by the Cincy outlet last Dec. 31. At the request of the J. Walter Thompson agency WLW on that date picked up by wire and released over its transmitter a regular CBS program, the Union Central Life Insurance Co.'s 'Roses and Drums'. Stanzas on the occasion devoted itself to a dramatization of the history of the Roosevelt family in America. WLW at the time further favored the Thompson agency by stepping up its power to 500,000 watts.

NBC execs first learned of the CBS program's release over WLW when the NBC traffic department a couple days later turned in a report on the incident. Richard C. Patterson, Jr., NBC's executive v.p., immediately took WLW sharply to account for the affair. Instance was the first in which an affiliated outlet carried an opposition network's commercial program.

Boswell Sisters switch their management to Rockwell-Mills, Inc., from the CBS Artists Bureau June 7. Move is in line with an agreement made with William S. Paley the past winter when the team sought to get a release from its contract. After doing a walkout on the network the act compromised the situation by consenting to remain under the CBS banner until June 6 in return for a cancellation of a renewal which would have bound the threesome to the web for another year.

Girls go on a theatre tour next week. First date is the Palace, Chicago (7).

With a printers' strike on in Montana, and several newspapers not publishing temporarily, radio stations stepped into the breach. All Montana stations subscribe to the independent news service from KNX, Hollywood, and called for increased news coverage.

One of the KNX clients, who operates a department store plus his station, also utilized the news service by posting dispatches in his store window.

General Tire is ending its Friday night spot this week (1) to the City of Chicago for an hour's program over both NBC and CBS as a ballyhoo for the exposition. Show will run from 10:30 to 11:30 E.D.S.T. Tire company has also okayed the inclusion of Jack Benny on the World's Fair broadcast of that night.

Premier Doumergue of France made third radio address of his administration May 14. Speech was recorded on eight disks, at the time it went over the air, and was later repeated on short wave length, from the disks, for French colonies and foreign countries.

Brunton Adds San Jose

San Francisco, May 28. Ralph Brunton has signed papers making him owner of KQW, San Jose, which on Friday (1) will be joined with KJBS in the Northern California Broadcasting System.

Brunton also received permission

from the Radio Commission to up KJBS from 100 to 400 watts, which goes in Friday (1), giving chain two stations of 500 each.

Margie Ann Knapp, 10-year-old warbler with a daily assignment on WGBF, Evansville, Ind., is in New York with her folks for a vacation and a summer course of study.

Radio Chatter

(Continued from page 34)

three years ago, soon to return to the air. Roger Sweet engaged in recruiting his gang of nit-wits. Randy, organist at the Birmingham theatre, over WLAC, Nashville, Sunday afternoons.

One of the most interesting broadcasts from WLAC during the week, was the premiere of 'The Wagon Wheel', Nashville's newest recreational center, which was formerly owned by Johnnie Lee. The orchestra is to be heard each night, with the exception of Monday and Tuesday, during the summer, going on the air at 11 P. M. The orchestra is that formerly directed by Beasley Smith.

Ted Grizzard, announcer at WLAC, lost his car from its parking place in front of the station. Thief drove the machine outside the city and removed every wheel, including the spare.

DeFord Bailey joined the Saturday night Grand Old Opry at WSM.

Pennsylvania

Jim London, champ grappler, airing the inside of wrestling via WIP, Philly, last week.

Catherine Rand, playing at the Adelphi, severely burned by fire in accident. Gal in critical condition at Jefferson hospital in Philly.

George Jessel over WIP from the Edie theatre dressing room.

Lou Kelly and Andy Stanton back in Philadelphia after a sojourn on the Bermuda sands.

WFI signs singing and in Carl Day, former Penn. State University.

Murray Arnold, WIP announcer, radding for the altar with a Philly blonde.

Larry Tate walked out a WCAU program last week.

Bill Bailey fills press agent job vacated by Fred Coll, now at WMCA.

Lillian Smith up from Baltimore for a turn at the Rattlers niter.

WPEN-WRAX readying the move to the new wave length, and holding

80% of 570 Papers Carry Radio Listings; Fan Magazines Multiply

the event for the day of their fifth air anniversary next month.

Vincent Travers band may go to Detroit, after fading from the Walton.

Jack Diamond, of the Isham Jones office, in Philly for a look-see at some local air talent.

Joe Feldman, Earle theatre chief, nixing all future cocktail parties for visiting celebs. Bills running too high.

Bill Green, ex-stock and legit actor, is chief announcer at WLWB (Erie, Pa.), owned by the Pennsylvania Telephone Corporation.

George Probert, for years a Broadway actor (last engagement 'Vagabond King'), back home in Erie, and may get on local broadcasting staff.

Patty Jean, diet talker, is now with Buffalo Broadcasting Corp. (WGR).

Indiana

'Krausmeyer and Cohen' new wax program for Centlivre brewery over WOWO, Fort Wayne.

Marguerite Hiltman completing her first year as staff organist over WOWO.

Maury Neuman now with WLW, a frequent visitor back to see his family in Fort Wayne.

Baseball getting a nice plug over WGL as Central league swings into action.

Paul Mills taking that funny Emill Boree publicity photo around to all of his clients.

Gunnar Elliot, vet sports announcer, sticking to radio after all, since the sheriff's badge will not be a part of his person as planned.

Lincoln Life Insurance company still interested in station of its own. Main hold-backs are the surrounding stations in Chicago and Cincinnati.

WIND sales department lining up some new commercials for direct appeal to children.

Even though the newscasting pact between the press and radio has served to get broadcasting a better break of publicity among the newspapers in the East and Midwest, there has been a hefty increase the past several months in the number of local and regional fan mags. As compared to the publications of this description in existence at the end of last year the current list represents a boost of around 20%. Fan mag field as affecting radio has shown fewer dropouts the past four months than for any parallel period since the inception of the national networks.

Still showing a substantial resistance toward giving space to radio program matters are the newspapers in the South and in the Pacific area, with the dailies in the former region taking top rating in this respect. As far as the Coast is concerned the recent order, from William Randolph Hearst, his editors to spread out on picture and text space for radio is expected to result in a general easing up among the western newspaper fraternity.

In a recent survey of 570 newspapers in 300 cities it was disclosed that 80% carried program listings, only 28% maintained what might come under the heading of radio columns, and a spare 15% occasionally used pictures of radio personalities.

Here and There

Thomas R. Sterck has joined the Jean V. Grombach recording studios as director of sales. Sterck was formerly with the Gardner Advertising Co. and the William H. Rankin Co. His more recent connection was as eastern sales mgr. of Jim Handy Pictures.

Dwight W. 'Doc' Norris resigned last week as sales manager for NBC in Boston, to enter the free lance field.

Fred Girard has been added to the staff of WSGN, Birmingham. He will act as program director, handle the publicity and do some announcing. He comes from station WGAT, Clarendon.

Lee Everette, program director for WBT, Charlotte, N. C., has disguised himself by removing the moustache that he grew some months ago to fit a stage character that he played for the Charlotte Little Theatre.

Carl Zomar, who has conducted a program over WSOC, Charlotte, N. C., for several weeks, is now on the air over WBT, same city. Billed as a psychologist, he answers questions and gives advice.

Goodrich Tire and Rubber has waxed 13 five-minute announcements which it figures will be bankrolled on local stations by over 100 of its dealers.

Collins Riley, boss of Kansas City transcription firm, Associated Broadcasting, touring south and southwest.

Cuban Radio Chaos Ending

But Squawkers Delay Reforms—Dailies Seek To Stop Verbatim News Lifts

Havana, May 22. New radio law has brought about a lot of complaints from the small broadcasters who went right up to President Mendieta and talked him into naming a commission to study the effects of the new radio bill as drafted by Dr. Marino Daks, head of the Cuban Radio Commission.

Eduardo J. Chibas and Raul de Cardenas are president and secretary of the board, and have called everyone interested in the radio biz to get their opinion of the bill. At the last meeting it was agreed to ask President Mendieta to withhold the bill until the commission is ready to report.

Evidently the new radio bill tends to place radio in its right level, doing away with the air pirates, and those broadcasting disks all the time and getting paid in merchandise, as is the case in many stations here.

Cheap broadcasters went as far

as trying to get all the stations here to get off the air as protest, but it was no go, as the regular stations no new ideas. The new radio bill will only grant clear channel to stations of 5,000 or more watts, and now CMCD, CMQ, CMX and CMY are getting their plants ready for increased power.

Eduardo Alonso, newsmen, has asked the Radio Commission to curb the epidemic of 'talking dailies' in the news broadcasts as called here. More than 40 such programs are heard daily here, each one with a duration of an hour, and some of them going into two and three hours consecutively. They all read the news from the dailies, as none of them has any special service.

It is understood that the musicians, operators, announcers and singers will get together to ask President Mendieta to maintain the bill, as it means more work for them with better pay.

NBC Artists Service Is Happy To Announce That Musicland's Most Versatile Ambassador

EDDIE PEABODY

IS NOW UNDER THE EXCLUSIVE MANAGEMENT OF

HAROLD F. KEMP

NBC ARTISTS SERVICE

RCA BUILDING, 30 ROCKEFELLER PLAZA, RADIO CITY, NEW YORK

JUST COMPLETED

Five Consecutive Months

GUEST STAR

GUEST ARTIST

Pure Oil Pep Show

Hollywood Restaurant,

Fleischmann Hour

Bab-O Surprise Party

Every Saturday
WEAF, NBC NETWORK
7:30-8:00 P. M. E.D.S.T.

New York
with Rudy Vallee

Six Times
Also Show Boat Hour

Sunday, June 3
WEAF, COAST-TO-COAST NETWORKS
1:30-1:45 P. M. E.D.S.T.

COMMERCIALS

WEEK OF MAY 28

This Department lists sponsored programs arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); W (Wednesday); Th (Thursday); F (Friday);

ACME LEAD
11:30-W-WABC
Ed McConnell
Henri H. Mc
A. C. SPARK PLUG
9-W-WABC
"Cookbooks"
Campbell-E

ARMOUR
30-F-WJZ
Phil Baker
H. McNaughton
Mahel Albertson
Irene Decker
Roy Shields Ore
N. W. Ayer

B. T. HARRIST
1:30-Su-WJZ
Mary Small
Wm. Wierce
"Puck"
A. S. BOYLE
(Floor Wax)
2:30-Su-WABC
"Dun"
Irving Kaufman
"Jacket"
BARBARO
8:15-M-WABC
Edwin C. Hill
Erwin Wasey

Jack and Loretta Clemens

WJZ
10:45-11 A.M.
Mon., Wed., Fri.
WILBERT'S
FLOOR WAX
Direction
NBC Artists Bureau
and
Ben Roche Productions

FRANK PARKER

Featured Solo
A. & P. GYPSIES
GENERAL TIRES
First Tenor with
THE REVELLERS

fred allen's

With
PORTLAND HOFFA
JACK SMART
IRWIN DELANEY
LONEL STANDER
MINERVA POUSS
EILEEN DODGAL
LENNIE HAYTON'S IPANA
TROUBADOURS
Material by Fred Allen and Harry Tugend
Management Walter Batchelor
Wednesdays, 9-10 P. M., D. S. T.

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA
Conoco Oil
Wed., 12:30 P. M.
WJZ
Sat., 12 Midnight
Mon., 11:30 P. M.

VIVIAN JANIS

"ZIEGFELD FOLLIES"
CBS, Mon.-Fri., 12 Midnight
Sole Direction
HERMAN BERNI
1619 Broadway
New York City

BAUER & BLACK
(Blue Jay)
Corn Plaster
4:15-Tu-F-WJZ
Wade Booth
Dorothy Day
Needham, L. & B
BAYER
9:30-Su-WJZ
Frank Munn
Virginia Rao
Oman & Arden
Bert Hirsch
Haeemchen Ore
"Blackett"

BORDEN
8:30-WABC
Everett Marshall
Elizabeth Lennox
Oscar Arden
Irving Kaufman
Hector Arden's Ore
"Blackett"

BORDEN
10:30-Su-WABC
"16 Min. in H'way"
Mark Warron
11:45-W-WABC
John Ellison
"Young & Rubicam"
BRISTOL MYERS
8-W-WJZ
(Sal Hepatica)
(Ipana)
Fred Allen
Portland Hoffa
Lionel Stander

CEA
10:30-WABC
Albert Spaulding
Conrad Thibault
Don Voorhees
"Young & Rubicam"
CHERRYMAN
(Connors)
10:30-W-WABC
Maxine Lash
String Quartet
"Gumbiner"
OTTIE SERVICE
8-F-WJZ
Jeanette Draggett
Cavalier
"Lord & Thomas"
CLIMAXINE
12-Tu-WJZ
Harold Stokes
Jack Heller
"Lord & Thomas"
King's Jesters
W. S. Hill
COLUMBIA
9-F-WJZ
Phil Harris
Leah Ray
J. Walt. Thomp.
COLGATE-PAIM
(Colgate Dentifrice)
8:30-W-WJZ
"Cigite Hosa Fritz"
Joe Cook
Donald Novis
Frederic MacFarland
Don Voorhees
Brenda Rogers
"Young & Rubicam"

10-TU-WJZ
(Palomello Soap)
W. A. Backer, Dir.
Ladies Swarthout
Eunice Wyatt
William Shubert
James Melton
John Barclay
Nat. Shulker
W. A. Backer, Dir.
"Benton-B"
10:15-Daily-WJZ
(Super Sude)
Clio Lee
Louise Starkey
Isabelle Carothers
Ruth Eitting
John Green
"Benton-B"
CONTINENTAL
10:30-W-WJZ
Harry Richmond
Jack Denby
John B. Kennedy
"Cracy-L-D"
CRACY CRYSTALS
Gene Arnold
9:30-M-W-WJZ
Maile City Four
"McC-Ric"
OZON BAKING
9:15-F-WJZ
Little Jack Little
"B. B. D. & O."
CORN PRODUCTS
11:15-M-W-WJZ
WABC
(Kronen, Etc.)
Will Osborne
Pedro de Cordoba
Rutha Ruck
B. S. DAVIS
(Baking Powder)
A. A. M. W-WJZ
9:45-Tu-Th-WABC
"Mystery Chef"
John McPherson
"Rutha-Ruck"
8-M-Tu-Th-WJZ
WABC
"Buck Rogers"
Curtis Arnall
Adele Rodman
Edgar Steinhilber
John Mitchell
Walter Teitel
Alana Devitt
George Becker
Eileen Melchior
Adele Kline
Bill Shiley
Henry Kuper
Harry Lloyd
Lionel Stander
Emmet Gowen
Beatrice Allen
"Hutha-Ruck" & R

ELLEN DOUGLAS
Irwin Delmore
Minerva Pous
Ipana Troubadours
Theodore Webb
Lennie Hayton
"Benton & Bowles"
E. L. BRUCK CO.
10:30-Tu-WABC
Doris Loraine
Cade's Quartet
C. Wheeler Ore
"Callahan"
CALIF. PACKING
8:30-M-WJZ
H. Barrett
Doris K. Knicker
Quartets
N. Thompson Ore
"Thompson"
CALIFORNIA
4:15-Tu-WJZ
"Ryming Rover"
"Thompson"

CAMPANA
10:30-Su-WABC
"First Nighter"
June Meredith
Don Amiche
"Benton & Bowles"
CIRI SOUTHER
B. Sagerquiere Ore
"Callahan"
CARNATION MILK
10-M-WJZ
Gene Arden
Lullaby Lady
M. L. Eastman
Jean Paul
"Erwin Wasey"
CENTAUR
(Pfeiffer)
10:30-WABC
Albert Spaulding
Conrad Thibault
Don Voorhees
"Young & Rubicam"

CHERRYMAN
(Connors)
10:30-W-WABC
Maxine Lash
String Quartet
"Gumbiner"
OTTIE SERVICE
8-F-WJZ
Jeanette Draggett
Cavalier
"Lord & Thomas"
CLIMAXINE
12-Tu-WJZ
Harold Stokes
Jack Heller
"Lord & Thomas"
King's Jesters
W. S. Hill
COLUMBIA
9-F-WJZ
Phil Harris
Leah Ray
J. Walt. Thomp.
COLGATE-PAIM
(Colgate Dentifrice)
8:30-W-WJZ
"Cigite Hosa Fritz"
Joe Cook
Donald Novis
Frederic MacFarland
Don Voorhees
Brenda Rogers
"Young & Rubicam"

10-TU-WJZ
(Palomello Soap)
W. A. Backer, Dir.
Ladies Swarthout
Eunice Wyatt
William Shubert
James Melton
John Barclay
Nat. Shulker
W. A. Backer, Dir.
"Benton-B"
10:15-Daily-WJZ
(Super Sude)
Clio Lee
Louise Starkey
Isabelle Carothers
Ruth Eitting
John Green
"Benton-B"
CONTINENTAL
10:30-W-WJZ
Harry Richmond
Jack Denby
John B. Kennedy
"Cracy-L-D"
CRACY CRYSTALS
Gene Arnold
9:30-M-W-WJZ
Maile City Four
"McC-Ric"
OZON BAKING
9:15-F-WJZ
Little Jack Little
"B. B. D. & O."
CORN PRODUCTS
11:15-M-W-WJZ
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(Kronen, Etc.)
Will Osborne
Pedro de Cordoba
Rutha Ruck
B. S. DAVIS
(Baking Powder)
A. A. M. W-WJZ
9:45-Tu-Th-WABC
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Edgar Steinhilber
John Mitchell
Walter Teitel
Alana Devitt
George Becker
Eileen Melchior
Adele Kline
Bill Shiley
Henry Kuper
Harry Lloyd
Lionel Stander
Emmet Gowen
Beatrice Allen
"Hutha-Ruck" & R

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Brenda Rogers
"Young & Rubicam"

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Ladies Swarthout
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CALIF. PACKING
8:30-M-WJZ
H. Barrett
Doris K. Knicker
Quartets
N. Thompson Ore
"Thompson"

EDNA HOFFER
2:15-Daily-WABC
Helen Trent
Lester Tremayne
Virginia Clark
Joe Houb
Delores Gillen
Jack Doty
"Blackett"

HOOPER
8:30-Su-WJZ
Edward Davies
Chicago's Capella
Joe Kestner
"Erwin Wasey"
HORRICK
9:45-Su-WJZ
H. B. Dundee
Lord & Thomas
HOUSEHOLD
9-Tu-WJZ
Edgar A. Guest
Alice Mook
Joe Kestner's Ore
"C. D. Frey"

IRVING
30-F-WABC
Jack Whiting
Jack Denny
Jeanne Lash
Three Rascals
"Blackett"

HUDSON MOTORS
8:30-Su-WJZ
Saxon S. Hayton
Graham McNamee
"Blackett"

INDIVIDUAL
CUT CO.
(Dixie Cup)
6:45-W-WJZ
Bob Sherwood
Bradley Barker
Frank S. Ore
"Young & Rubicam"

IRVING
30-F-WABC
Jack Whiting
Jack Denny
Jeanne Lash
Three Rascals
"Blackett"

IRVING
30-F-WABC
Jack Whiting
Jack Denny
Jeanne Lash
Three Rascals
"Blackett"

IRVING
30-F-WABC
Jack Whiting
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Jack Denny
Jeanne Lash
Three Rascals
"Blackett"

IRVING
30-F-WABC
Jack Whiting
Jack Denny
Jeanne Lash
Three Rascals
"Blackett"

IRVING
30-F-WABC
Jack Whiting
Jack Denny
Jeanne Lash
Three Rascals
"Blackett"

MET. LIFE CO.
8:45-Daily-WJZ
Arthur Bagley
DR. MILES LAB'S
(Alka-Seltzer)
10:30-Su-WJZ
WLS Barn Dance
Ridge Runners
Mac & Buz
Charles Wheeler
"Wade"

MORAWICK MILLS
(Marzipan)
10:30-Tu-Th-WJZ
Orch & Singers
"B. B. D. & O."
MOLLE CO.
10:30-M-Tu-Th-WJZ
Shirley Howard
Guy Bonham
Wm. Carson
Dwight Latham
Milt Rottenberg
"Blackett"

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MOLLE CO.
10:30-M-Tu-Th-WJZ
Shirley Howard
Guy Bonham
Wm. Carson
Dwight Latham
Milt Rottenberg
"Blackett"

New Business

(Continued from page 36)
weekly for 13 weeks at 9:45 p.m.
Titled "Comedy Stars of Hollywood"
(Wade Agency, Chicago). WGN.
Wagoner & Company, program by
Ben Potter at 6:15 p.m. for 13
weeks. (Blackett - Sample - Hum-
mert). WGN.
Wiedbold Stores, time signal at
8 p.m. each Wednesday. Till forbid.
WGN.
Illinois Central Railroad, time sig-
nal, three times weekly for six
weeks. WGN.
Gaz Application Society, participation
in Home Management period, 15
minutes daily except Sunday.
(Campbell Ewald Agency). WGN.
Borden, Cunningham's and Wel-
land ice cream companies jointly.
"The Puzzler" program Wednesday
and Friday at 8:45 p.m. (Aubrey,
Moore and Wallace Agency, Chic-
ago.) WBBM.

CHARLOTTE, N. C.
Byrd Products, Greensboro, N. C.,
series of 52 15-minute programs,
Tuesdays, Wednesdays, Thursdays
and Fridays from 5:45-6:00 p. m.
half tonic account, beginning May
30, 1934, ending Aug. 28, 1934. Placed
locally. WBT.
Black Flag Co., Baltimore, 55 one-
minute announcements, beginning
May 21, 1934, ending Aug. 3, 1934,
daily except Saturday and Sunday.
Placed by Radio Sales, Incorporated,
New York, WBT.
L. E. Mahaffey, Clinton, S. C., 26
one-minute announcements for
World Tour, Monday, Wednesday
and Friday daytime, beginning May
18, 1934, ending June 16, 1934. Placed
locally. WBT.
Wilford Talcott Co., Chicago, con-
tinuous contract, 15-minute
programs, Mondays, Wednesdays
and Fridays from 5:30-5:45 p. m.,
beginning June 4, 1934, ending Aug.
31, 1934. Placed by Radio Sales, In-
corporated, Chicago. WBT.

LINCOLN
Storrs Brewing Company, 100 an-
nouncements to run over period of
a year. KFAB.
Remington Rand, 18 announce-
ments. KFAB.
Farmers Serum, daily spot an-
nouncements for month. KFAB.
City Fuel, five days a week, 10-
11 p.m. KFAB.

KITCHEN
(Duo Sing Duo)
8-Tu-W-WJZ
"Bno Crime Club"
Spencer
"N. W. Ayer"
SCHLITZ
10-F-WABC
B. B. D. & O.
SILVER DUST
1:30-Tu-Th-WABC
Paula Cullen
Thelma Goodwyn
Paula Cullen
"B. B. D. & O."
SINGULAR
Gene Arnold
Bill Childs
Maxine Lash
Joe Parsons
Cliff Souther
Edward Kogan
"Federal"

STAND. BRANDS
(Chas. E. Wagoner)
8-Su-WJZ
Jimmy Durante
Rubinoff
(Baker's)
1:30-Su-WJZ
Joe Parsons
Harriet Hillard
Ozma Nelson Ore
8-W-WJZ
Jack Pearl
Cliff Hall
Lester Lee
Kathleen Wells
8-Tu-WJZ
(Fleming)
Rudy Valles and
Helen C. Tanks
Margaret Jones
Judith Anderson
Henrik Vetter
J. Walt. Thomp.
STD. OIL (N. Y.)
8-M-WJZ
Smokey Sketches
Arthur Allen
Peter Penally
Kate McComb
Isabelle Winlock
Ruth Ruck
Robert Strauss
J. S. Getche
STANDARD PROD.
8-F-WJZ
(Phillips Mag)
Walt. Tins
Abe Lyman Ore
Richard Simber Ore
Vivienne Segal
8:15 daily ex. 8-Su-
WABC
"Skipper"
8:30-Tu-WABC
Abe Lyman
Vivienne Segal
STUDEBAKER
9:30-Su-WABC
Richard Vetter
"Roche-W.C."

SUN OIL
8:15-Daily-WJZ
Lowell Thoms
"Roche-Williams"
TASTYFEST
9:30-Tu-WJZ
Brad Brown
Al Llewellyn
"Blackett-Goble"
SEE CO.
8:30-Tu-WJZ
Ed Wynn
Graham McNamee
Paul Voorhees & Budd
"Wm. Ealy"

WAGONER & COMPANY
10:30-Su-WJZ
Orch & Singers
"B. B. D. & O."
MOLLE CO.
10:30-M-Tu-Th-WJZ
Shirley Howard
Guy Bonham
Wm. Carson
Dwight Latham
Milt Rottenberg
"Blackett"

WAGONER & COMPANY
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"Blackett"

ROY FOX

AND HIS
BAND
ON TOUR
B.B.C. NETWORK

THE GREEK AMBASSADOR

OF GOOD WILL

GEORGE GIVOT

Loew's Deluxe Theatres

Sole Direction
HERMAN BERNI
1619 Broadway New York

LEO REISMAN

AMERICA'S
MOST EXPENSIVE
RECORDING
DANCE ORCHESTRA

on
BRUNSWICK RECORDS

HENRY BUSSE

AND HIS MUSIC
NOW
CHEZ PAREE
Chicago

SCHLITZ BREWING CO.
Sole U.S. Agent
Columbia Broadcasting Co.

EMERSON GILL

AND HIS ORCHESTRA
CLEVELAND

WTAM
Nightly
Tuesday
Wednesday
Friday
1 p.m.
E.D.S.T.

Songwriters' Gala Benefit Nets \$10,000 and Proves a Signal Click

The Songwriters' Protective Association, marshalled by Sigmund Romberg, president of the S.P.A., staged a benefit for the Dramatists Guild at the Casino de Paree, N. Tuesday night, May 22. Show a sellout at \$5 per, netting close to \$10,000, including check for \$3,000 donated by the American Society of Composers, Authors and Publishers.

Surprise of the evening to the benefit-worm audience was in finding the vast amount of showmanship in the program, from Gene Buck's m.o.ing to the smart work of the songwriters themselves. Later, sensing the rare mood of the audience and its friendliness, swept the show along into a memorable success.

Audience, Broadway wiseys, Park ave., the literati and songwriters' wives, found themselves singing the second choruses, and soon discovered they could do four part harmony. It was that kind of a night; warm—from the heart. The chink in their armor revealed by the sentimental memories evoked hearing the old tunes, the hard-boiled first night mob turned sucker—for a popular song. They all sang and liked the other fellows singing almost as much as their own.

Everybody on the program was a hit; stand-outs, George M. Cohen turning his difficulties in finding the right pages of his script of 'I'd Rather Write a Song' into a howl with his ad libbing, 'These Eugene O'Neill songs!' and his 'wait a minute—wait a minute' to the orchestra, then topping the ovation that greeted his 'Over There' by applying going into his dance, Irving Berlin playing and singing 'Alexander' and holding each hand up separately while playing with the other to scotch the rumor of his one finger piano playing, so endearing himself to the throng that he was called to do an encore, 'George! Gershwin doing 'Tve Got Rhythm' in sophisticated harmony interrupted by the spontaneous applause of the audience, Harry Arnould leading the house in 'Sweet Adeline,' greeted by a dam-bursting of harmonizing. Songwriters who appeared on the smooth-running, fast moving bill included Ferde Grofe, Harold Arlen, Dorothy Fields, and Jimmy Green, Dana Suesse, Lew Brown, Harry Warren, Fred Ahlert, Rudy Vallee, Arthur Schwartz, Sigmund Romberg, J. Rosemond Johnson and Gus Edwards. Mrs. Ethelbert Neylin and Miss Ella Herbert were asked to take bows.

Show started promptly at midnight, at which time it went on the air over CBS. The George M. Cohen beforehand by some means that the songwriters would leave the piano before he had played his whole medley turned out to be a base canard. Each performer left the stage quietly after he had done his prescribed bit, though on this sentimental occasion nobody in the audience wanted him to stop.

Lyman Baton-Wavers' Ass'n Temp. President

Movement among dance band leaders, with membership in the New York musicians' union, to organize themselves into an association last week reached the elections stage. At a meeting, at which some 20 batonists were present, Abe Lyman was voted temporary president. Also appointed was a committee to formulate the group's articles of association.

Irving Mills has taken over the management of Joe Venuti's band, currently spotted at Delmonico's, Broadway niterite.

Club Lido, Sea Girt, N. J., opens tomorrow night (29) for its fourth season, with six bands and a band. Pappino, male member of mixed dance team, doubles as m.c.

Billy Hill Seeking British Pix Tieup

Billy Hill is currently in England negotiating with Gaumont British and British International Pictures for the writing of several scores. Hill accepted the invitation to cross the ocean and talk it over after he had failed to get a favorable offer from American producers.

Probabilities are that Louis Bernstein, of Shapiro, Bernstein & Co., Hill's publishing contact, will go over to put the finishing touches to the negotiations.

DIRECTORS MAY END MPPA FOLIO

Mounting opposition from the publishing end of the trade is expected to put a halt to the operations of the Music Publishers' Protective Association in the song folio field. Indications are that the directorate at a meeting scheduled for this week will vote to discontinue the lyric sheet idea.

John G. Paine, chairman of the MPPA board, declared last Friday (25) that, although the publishers are strongly aligned against continuing with the project, the dealers, particularly the syndicate stores, are divided on the question as to whether the MPPA lyric folio has helped or harmed the sale of sheet music. Meanwhile the MPPA is putting out another nickel lyric collection, this edition for the new-stand trade, totaling 500,000 copies. Latest folio representation is limited to 60 sets of lyrics, as compared to the 75 in previous issues. In a survey taken by the Kresge stores, said Paine, it developed that the chain's managers were predominantly in favor of the song sheet folio. One out of every three Kresge managers answered that the folio had served to stimulate the sales of sheet music. There was, however, an instance of a manager reporting that a woman customer asked for a refund on a sheet of music after she had found that this song was included in an MPPA lyric folio bought at the same counter.

ASCAP MEMBERSHIP PACT ABOUT READY

New membership contract of the American Society of Composers, Authors and Publishers should be ready for ratification by the organization's board of directors within the next two weeks. Minor clauses are still to be straightened, while the major angle awaiting settlement is whether to make the agreement run for five or 10 years beyond the current contract, which expires at the end of 1935. Majority opinion on the board favors the 10-year term.

Negotiations for an extension of contract with the broadcasters will be resumed after the new ASCAP membership agreements are signed by the writer and publisher factions.

Par has renewed contract with Ray Turner, piano player in the music department. Accompanist was soloist with Whiteman's band.

Merle Carlsson's orch. opened at Cafe de Paree, L. A.

Fio Rito's Tour

Hollywood, May 28.

Ted Fio Rito and band close Saturday night (2) at the Hotel Ambassador (Cocoanut Grove) and begin a vaude tour of 10 weeks for Fanchon & Marco at the local Paramount June 14. After nine additional weeks on the Coast, outfit hits east, playing Cleveland, Detroit and other RKO spots, and winding up at the Palace, Chicago, late in August.

After a few weeks' rest Fio Rito combo reopens at the Grove early in October.

Fly-By-Nite Clubs

Find Chi Rags Now Chilly to Cuffo Ads

icago, May 28.

Chicago dailies are approaching the nite club advertising spurge with more caution this year following the flood of bad debts from the niteries during the 1933 World's Fair. Last year, the dailies, particularly the Hearst papers, stepped out of their way to boost the nite club angle in stories and advertising, with the niteries topping the theatres in ad space.

But the dailies learned to their sorrow that nite clubs come and go like ships in the night, leaving a load of advertising debts unpaid. It is reported that 25 to 33% of all the nite club space in the dailies last summer is still on the bad debt list.

Dailies this year are demanding security or payment on the line from the doubtful clubs. Papers are once more making up to the theatres, realizing that the picture spots are year-round propositions.

SYD CHAPLIN SPOTS SONGS WITH MILLS

Paris, May 28.

Syd Chaplin, Charlie's brother and himself a former screen comic, keeps interested professionally through writing songs. He has just placed two of his original compositions, 'I Love You in Different Languages' and 'Give It to Me,' with Irving Mills. Exclusive Publications in N. Y. Bill Arnold, local va maestro, who first introduced the ditties, now in America, did the placing of the publishing rights on behalf of Chaplin.

Chaplin's main business is playing the market.

Plan Show and Band in Salvin's Surf Club

Sam Salvin is planning an elaborate floor show and name band for his Sun and Surf Club, Long Beach, a membership club opening this summer. Salvin has bowed out of Ben Marden's Riviera in Englewood, N. J., with which he was associated last summer.

Ritz Bros. and Leo Reisman's orchestra are mentioned for the Sun and Surf.

BERNIE'S ONE-NIGHTERS

San Francisco, May 28.

Following his week at Maroco's Orpheum, from which he also did his Fabst broadcast, Ben Bernie did one-nighters at the auditorium in Sacramento and Sweet's ballroom in Oakland before returning to Hollywood.

There, the maestro is scheduled for retakes on the Pat lot. He expects to be back in New York about June 30.

SPOT LOU TRAVELLER

Hollywood, May 28.

Venice pier ballroom reopens May 28 for the summer season, as the Balboa Gardens, sponsored by makers of Balboa beer. Lou Traveller's band has been engaged, with Fred Howard and Nat Vincent booked as m.c.'s.

Pat know-on the air as 'Happy Chapples' will remote their programs from the ballroom floor.

HAPPY HOUR IN S. F.

San Francisco, May 28.

The Don Lee network moves its matinee Happy Go Lucky Hour from KFI, Los Angeles, to KPBC, San Francisco, Friday (1). Show will be sent out from here daily.

Mayer Issues Ultimatum to 19 Pubs—End MDS Tieup or Face Another Suit

Henderson Replaces Lunceford at Cotton

Fletcher Henderson and his band, who recently came under Irving Mills' direction, succeeds Jimmie Lunceford at the Cotton Club, New York, June 15. Lunceford goes out on a New England dance tour.

Henderson is the band which was taken on by Mills as a result of threats by Jack Hytlen, London jazz maestro, to import Henderson and book him as opposition to Mills' Calloway combo in London last February. Mills and Hytlen at that time were engaged in litigation over a previous tour involving Duke Ellington.

Spokane Minus Nite Spots Due To Liquor Ban

Spokane, May 28.

There is not a single night spot or speak left in Spokane as a result of the recent police edict that persons illegally dispensing beer and hard liquor would feel the brunt of the state liquor laws.

Newspaper drive is accredited by some operators as being the cause of the police shutdown on the gay spots. Beer in taverns, with a 1 a.m. closing, is all that is available to those seeking late entertainment. Beer and wine licenses for the Cotton Club and Hofbrau, two popular nite resorts, were refused by the state liquor board. Both closed.

H. Arnold Replaces Bro. Billy in Riviera Casino

Paris, May 28.

With Billy Arnold now in America, his brother Henry Arnold and the old B. A. band assume the dance engagement at the Hollywood casino, Juan-les-Pins of the Riviera, opening in mid-June. Billy Arnold has been around these resorts for 15 years since the war, until the settling of his father's estate took him back to his native Paterson, N. J.

PWA Concerts in Phila.

Philadelphia, May 28.

Philadelphia Municipal Works fund is providing free concerts for the benefit of locally unemployed musicians. Plans were announced last Monday eve (21) at the Bellevue-Stratford hotel during a big shindig.

Occasion marked the first time Leopold Stokowski, of the Philadelphia orchestra, consented to lead a pickup group of men. Maestro was quoted as saying that United States should follow the European lead by appropriately setting aside yearly funds for free music concerts.

Show was arranged by Eddie Sherman, with Jimmy Jones conducting a gratis 30-piece band. Guest talent at the show included Nick Lucas, George Raft, Vera Van, Bill Robinson, with Eddie White as m.c.

Wittstein's Prom Date

New Haven, May 28.

Eddie Wittstein and his orchestra of 25 are slated to perform at the Yale Senior Prom June 15. MCA also has Wittstein set for the General Motors show at the local State Armory June 2-9.

Wittstein starts his season at the swank Dunes club, Narragansett Pier, R. I., on July 1.

Frisco Spot Reopens

San Francisco, May 28.

Harold Maguire and 'Dutch' White, operators of night spots around here for a long time, have taken over the Coq D'or, which did a brody within a fortnight of its inauguration recently.

Renaming it the Kit Kat club.

Max Mayer is preparing to start court action against the 19 publishers who have designated Maurice Richmond's Music Dealers Service, Inc., as their exclusive distributing agency. His complaint will charge these publishing firms with granting Richmond exclusive sheet music discounts that threaten the economic existence of others in the jobbing field. Suit will declare that this price discrimination is contrary to the fair competition act, and that the combination is in restraint of trade provisions of the Clayton and Sherman acts.

Mayer last week held informal conferences with a number of the publishers involved with a view to getting the situation amicably adjusted. In these discussions the pubs were advised that he (Mayer) would much rather avoid any further litigation, but, unless they express themselves by June 1 as amenable to dealing with him on the same basis as with Richmond, he would take the issue to court.

Richmond's Discount

Firms that have named Richmond as their exclusive agent sell to the latter at a 6% discount. Mayer, to get the product of these publishers, must buy from Richmond, who in turn allows his competitor (Mayer) a 1% discount. This gives Richmond a margin of 5% and permits him to service the dealer at a profit, while if Mayer sells to the counterman at the same price as Richmond, the transaction results into a loss.

Richmond took over the facilities of the Music Dealers Service, Inc., when that central distributing bureau suspended operations following the withdrawal of nine member publishers during the trial of Mayer's \$125,000 anti-trust suit in the New York Federal court. At the same time, Richmond assumed the exclusive agency of the publishing firms that did not settle with Mayer.

Publishers that are tied up with Richmond on an exclusive basis, and against whom Mayer proposes to bring his unfair competition action, are Bibb-Lang; Broadway Music Corp.; Crawford Music Corp.; L. B. Curtis; DeSylva, Brown & Henderson; Donaldson, Douglas & Gumble; Harry Engel; Leo Feist; Isham Jones Music Corp.; Keith & Son; Kornheiser; Schuster; Lux Bros.; Melo-Art Music Publishing Co.; Miller Music; Olman Music Corp.; Select Music Publications; Sherman, Clay & Co.; Superior Music, and Milton Weil Music Co.

Native Pride Puts Screen Hits Over In Great Britain

Reg Connolly, of the English music pub firm of Campbell-Connolly, is in New York on a fortnight's business trip in connection with the American subd firm of C-C, Ltd. Connolly brought his London accountant over to check the American business records and wind up sundry details.

Connolly states that picture songs in Great Britain mean even more than in this country, as the native pride in its favorites exceeds that of the American regard for Bing Crosby. Besides, there are more Croseys in England than locally, in that the music hall and comic opera fans who have gone cinematic buy a great number of their public. Hence the screen songs sell much better.

Furthermore, screen musicals with any sort of a native appeal, and locally made, get more b.o. attention than the best Hollywood-made pictures.

Otherwise, however, music biz is on a par with American conditions at this time—poor.

Shapiro, Bernstein will publish the score of 'Salut,' operetta, which Kort and Abramson are slated to produce. Script co-authored by Frank D'Armond and Will Morrissey.

Amateurish Beginning Mars Chances Of Theatre-Cafe in Auditorium

May 28.

Housed in the former aristocratic opera home, the mammoth Auditorium, an attempt to ape the Casino de Paris in New York has proven a soggy dud. Opened on May 18, the place, renamed the Cascades, has already gone through several changes in production, setup and operation. But so far it hasn't done anything at all. And won't mean anything until several radical changes are made.

Last year an architect by the name of Andy Reboli was associated with the Streets of Paris concession at the Fair. Reboli has now entered show business. He built the Cascades in the Auditorium and started to produce his own show. It was pitifully amateurish. He gave up the ghost after seven days and turned the production job over to Fritz Block and associates. Block is a local p.a. and playwright.

They've brought in Lottie Mayer and her diving act, added a male quartet, a female dancer and a line of girls. It all summed up to cash and small-time vaude. The meagre audience yawned and drooled into its coffee. People got up and went home.

Business is still lousy, and it will continue to be unless they bring in a sock name or attraction, or until they pep up that show with some laughs. They're trying to be very high class and holly-toity, and they're succeeding only in being boring. They're letting the audience go to sleep.

Two orchestras make a fine flash on either side of the big house, but still that isn't entertainment.

House had and still has an excellent chance to make coin, especially with the Fair on tap. But they're not going at it in the right way, and if they continue in their present manner they're not going to continue at all.

Sidewalk Cafe Opens

Philadelphia, May 28.

The Rafteries, one of the largest drinkeries in Philly, opens this week with a right-off-the-sidewalk idea. Front of the place, facing on a main highway centrally located, is opened wide.

Show features Oliver Naylor's ork unit, Arthur Williamson, Frank Murtha as m.c., and Carlioca team of Dupes and Treese.

Zelli, Arnold Combo

Joe Zelli and Billy Arnold, both Americans who have been in Paris so long that people think them native Frenchmen, will reunite in New York as a cafe combo. Zelli has the spot bearing his name currently on East 68th street, Manhattan, but he is planning another venture with Arnold. They are an old nite life partnership from the Continent.

Arnold is organizing his own native American band and may first essay some dance engagements before taking up the Zelli partnership.

Claremont Reopens At Pop Prices and Roger Kahn's Band

In line with N. Y. City Park Commissioner Moses' plan to reclaim city park property for benefit of the masses, the snooty Claremont roadhouse on Riverside Drive and 124th street, New York, opens tonight (Tuesday) with a pop priced admish scale. Roger Wolfe Kahn marks his comeback as a dance maestro at this spot. With him and an NBC wire are the Three Marshals, Joan Blane, Evelyn Doe and Vincent Calendo as specialists.

Claremont, like the currently agitated Central Park Casino case, was a stiff-priced dinery under previous auspices. New direction (Arnold Schieffer) is bringing it down to pop scale at \$1.50 dinner, \$1 luncheon and 50c. tea.

The C. P. Casino, under Sidney Solomon's operation, has likewise been scored for its ultra-snooty manner of operation and tariffs. Commissioner Moses has served ouster notice on Solomon and his Dieppe Corp., which was organized during Jimmy Walker's reign with a mixture of Park Ave. and show biz execs on the directorate.

Denver Enditis

Los Angeles, May 28.

Western picture house tours of two draw name bands will wind up in Denver middle of June, after being booked that far by Fanchon & Marco. Combos jump from there direct to New York. Duke Ellington band closes at

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

WEAF

WJZ

WABC

Title	
Cocktails for Two.....	25
Had My Moments.....	23
Little Man—Bussy.....	23
Nite on Desert.....	23
All I Do Is Dream.....	22
I Ain't Lazy.....	22
Your Love.....	22
Beat of My Heart.....	21
1,000 Good Nites.....	19
Love Me Wrong.....	18
Love Thy Neighbor.....	17
May I.....	17
I'll String Along.....	16
Love Me.....	15
Good Nite Lovely Lady.....	14
Reminds Me of You.....	14
Hold My Hand.....	13
Rip Tide.....	13
True.....	13
Why Do I Dream?.....	13
My Shawl.....	12
When a Woman Loves.....	12

P. England to Stage W-A Show in France As Int'l Exploitation

Paul social director of the Waldorf-Astoria, N. Y., sailed for Paris Saturday (26) to stage 'A Night at the Waldorf-Astoria' galas at the Hotel Georges V, Paris, and also later in Cannes, Nice, Monte Carlo and other spas and resorts.

Intended as a ballyhoo for the swank N. Y. hostelry, and the first time a hotel has gone to such lengths international exploitation.

One angle is to attract the west-flowing tourism from Europe to America, instead of vice versa, now that the exchange favors Europe.

The Orpheum, Denver, June 14, with Ted Lewis and his musikers closing there one week later.

NIGHT CLUB REVIEWS

ZELLI'S, N. Y.

The exchange being what it is, Joe Zelli is doing a Mahomet for the second time—if the Americans won't come to Paris he's coming to America. Joe being originally a Brooklyn Italo-Frenchman (the French part was assimilated at his rue Fontaine boite in Montmartre) he's really no stranger on this side. However, that 'kiss-your-hand' routine goes great 'with the East 58th streeters (off Park avenue), where Zelli now holds forth.

It's on the site of the old Park Avenue Club, near Belle Livingstone's Salon, but a completely redecorated interior, almost severe in its decor, but a motif that grows on the patron. It looks in acoustics, with the musical sound reverberating, but that will be corrected. Primarily it's designed for all-year around, being well ventilated on a warmish Saturday night.

Joe Zelli has a smart room in the 'right' part of the town, but a wrong type of floor. He's right in not striving to make it too smart and ultra, but he can assimilate a little more chic in keeping with the general atmosphere. As it is, the variety show is very Fanchon & Marco, while the au-spices are rather Ziegfeldian.

Zelli previously essayed a Royal Zouk on his last time, over a couple of years ago, but it fell under the axes of the prohs. Now that it's legal, he could again incorporate a little of that. He's right in through the table-to-table phone stuff is a bit Babbitty these days and he's wise to eschew it.

However, the informal m.c.'ing with Zelli did his worst famous Paris niter on the hill, could be restaged again. Instead, Joe hangs around that front-of-the-house bar too much. That's quick and easy money, of course, at 75c. a copy, but the prix fixe \$2.50 dinner, with almost 100% wine accompanying, warrants giving the interior more personal attention. Zelli and Charlie are parads in this venture, both putting up the coin.

Bob Grant and band, from the former Embassy club, N. Y., and the Beach and Tennis club, Florida, this past winter, dish up the top music in a manner which has made them very popular with the world famous Godoy's Argentine band, last at Peggy's Chapeau Rouge, are likewise highly effective with their rumba-topo.

Pops and Louis, colored song and dance team; Van Noya Sisters, dancers; Frazer Sisters, California hotchais, and Milton Douglas, m.c., complete the show. Zito, who did those caricatures which still adorn Zelli's place in Paris (now the Femina), is also of the staff, showing a pastime in a house courtesy, sans pourboire, as in the French capital.

Douglas is oke as m.c., but the rest are not quite up to the interior. A smart single woman a la Marlon Harris or Helen Morgan, and possibly one other specialty act, is all that's necessary. Too much show and nae.

But that room with the Zelli rep and personality should get 'em, regardless.

Zelli is merely employed as a glad-hander and general greeter, hence the whyfore of his hanging around the bar out front. He has nothing to do with the running of the restaurant. Patrons don't know that, whether in or out of the cafe operating circles, and they may resent it.

Charlie Wagner and Zelli cooperate the spot but the restaurant is a sub-leased concession. Al Howard, entrepreneur of the now defunct Embassy Club, and the Bath and Tennis club, Miami, put Zelli in and was responsible for the Paris cafe man coming to America again. Howard also spotted Bob Grant, although reported Howard has other summer cafe plans somewhere on Long Island, and may remove both with him when it gets too hot for the in-town room. (This shouldn't eventuate, however, in view of the excellent cooling system in the current Zelli's).

Zelli was reported also anxious to bring over some typically Parisian talent, but couldn't swing the b. r. for transportation, etc. Hence the above-reviewed makeshift show. That's going out shortly, though, with Gloria Grafton and another act or two succor Grant's orchestra remains, as does Godoy's Argentinians. Meantime a puppet-show entertainment has been booked in. Adel.

Ban Song Title Mention

Cincinnati, May 28.

No more mention of song titles in announcements originating in the WCKY studios. It's idea of L. B. Wilson, prez, who is strong for verbal brevity.

'Names of bands and singers, yes,' says Wilson, 'but no waste of words on tune titles, for they go on the air just the same.'

Chez Florence, Paris

Paris, May 28.

You have to think twice when you drop into this place, to figure out why it is the mark of the season and its business keeps going up instead of dropping off. It is perfectly plain and ordinary looking. No atmosphere decorations. No floor show. Not even a singer. Nothing but a mob buying champagne and drinks and having a swell time.

The crowd is completely mixed. High Parisian international society comes in and some of the visiting American show people and for the local theatre crowd. Ordinary French middle class folk drop in after the show. Butlers, waiters, dinner jackets and evening dress are side by side, and one can drink anything one likes. Since there is no show the crowd serves as a show for itself, and some of the faces to be seen here are alone worth the price of admission.

Reason is the mysterious thing they call vogue over here. The word has the same meaning as the place to come to, and the people come. 'Spot' is known as a 'botte Americaine,' but the crowd has an overwhelming perfume of French, without which its meagre touring year it couldn't live.

This vogue business, however, doesn't grow by itself, and it was carefully nursed by the superb skill by Victor, of Chez Victor's of Cannes, who runs the place. His secret is that he knows his Paris, knows whom to invite on the house to bring the place up to date, how to treat the people who will become his friends, and knows how to treat the newspaper crowd, getting a little piece in the paper by a column of his name at the time to time, where it will count.

One big thing the spot provides unlike most Paris niter bosses, is dance music of the first order. Victor keeps the music going 100% of the time, without a break. He has two bands, each of which goes nearly an hour at a stretch before being relieved by the other. Right now he is using Willie Lewis' all-colored band, whom he had in Cannes, which dishes out Harlem jazz such as Paris never hears, except when a stage act, such as Cab Calloway's or Duke Ellington's comes over and plays a concert hall. For dancing it's almost unknown here.

But it can't be the dancing that brings 'em in, because the floor is so small, especially when they begin stacking on the extra tables toward 1 a.m. This does not mean that the place is always tough in the floor's fair—that's all the place has got.

ADELPHIA ROOF

Philadelphia, May 24.

Huge business marked the move of Jack Lynch's niter from the in drink room to the hostelry's roof garden. Place seats a crowded 400 with a small dance floor.

Room has been remodeled and made into an alpe, able to handle the crowds in the worst swelter. Club is still the only one in town which enjoys a paying biz, with mid-week attendance its crowning glory. Price: fair outfit for Philly, with a week-end minimum of \$1.50 and no cover. Cuisine top-notch.

Adelphia's biggest draw for many weeks has been m.c. Mickey Alpert, who has created a greater following than any cane-swinger niter history of the town. Floor shows are always tough in this locale, but Alpert has had them eating out of his palm for so long he's become a Philly institution.

Show opens with midget Johnny Morris of the ciggle air program, who pipes the 'calling Philip Morris' theme song in a cute ball-boy rig, showering the place with samples of the product. Show proper starts with Mildred Tolls in a song and dance—the edge on the voice. Richard and Diana go on to follow with a ballroom tango and snare a neat Bolero encore. Jerry Dryden, subbing for Cathrine Rand, handles a solo waltz that's not fair, but a fast-stepping trio of tapper.

(Continued on page 61)

Song hits from the Paramount Picture

"SHOOT the WORKS"

featuring BEN BERNIE and his Merry Lads

Yowsah!—
3 song hits!

DO I LOVE YOU

TAKE A LESSON from the LARK

A BOWL of CHOP SUEY and YOU-HEY

Famous Music

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1619 BROADWAY NEW YORK

PUBLISHERS TO PARAMOUNT PICTURES

Isn't she gorgeous!



Adolph Zukor presents **MAE WEST** in **"IT AIN'T NO SIN"** with Roger Pryor
John Mack Brown • Duke Ellington & Band • A Paramount Picture • Directed by Leo McCarey

